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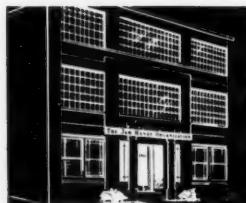
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NOTED IN BRIEF . . .

• By and large, public relations people tell a company what to do and lawyers tell it what not to do, which colors the thought of both camps to a very significant degree. Yet both can get along very well together if each understands what the other is trying to do. Glen Perry shows how it has worked for Du Pont and how it can work for other companies.

• Public relations has reached a point in its development where it has every reason to practice what it preaches—the acceptance and discharge of public responsibilities. As Henry Toy, Jr. points out, there is no more worthy field of public service than the cause of better schools.

• A good safety program merits public recognition though many PR men view safety activities as completely outside their frame of interest. Richard M. Barr's round-up story shows how some companies have capitalized on their safety programs.

• A. E. Staley Manufacturing Company in Decatur, Illinois, discovered that its employe magazine could be a mighty versatile public relations tool. Other companies can profit from this firm's experience.

• It takes real coordination to handle a nation-wide campaign when many of those involved are amateurs. Alma Triner shows how it can be done effectively.



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ARTICLES

Lawyers are a PR man's best friend Glen Perry 3

What can be done in one company can be done in another, says Du Pont's assistant director of public relations, and it is hard to see where public relations people can get a greater return on their invested effort than by creating mutual understanding with the legal department.

Public relations helps get better schools Henry Toy, Jr. 5

The director of the National Citizens Commission for Public Schools shows how public relations can be applied to help Americans realize the importance of the public schools to our nation and inspire citizens to improve their schools on the local level.

Safety in PR Richard M. Barr 7

A public relations consultant does a round-up article on the public relations potential of a good safety program.

The employe publication as a community relations tool Oscar M. Beveridge 10

How the A. E. Staley Manufacturing Company devoted an issue of its employe magazine to Decatur, Illinois, and the public relations dividends it paid.

Coordinated campaign aids physically handicapped Alma Triner 12

How Daniel J. Edelman & Associates handles the National Employ the Physically Handicapped campaign to stimulate the integration of disabled workers into the economic life of their communities.

COVER PHOTO

Three Decatur newspapermen who helped with editorial and art work on the special community edition of the Staley Journal look over the finished product—Tom Mahoney, reporter; Robert Walters, artist; Otto Kyle, chief editorial writer—all of the Decatur Review staff. (See page 10.)

Business and TV

"PATTERNS" has been swallowed by the quick oblivion that devours the offspring of TV. The cries of businessmen whom the play offended have largely died down. But certain problems, brought into sharp focus by the play and the circumstances of its presentation, remain unsolved.

As you may recall, "Patterns" related the story of "A," a corporation's heartless, hard-driving president, and how he sought to drive from the business "B," a faithful but aging vice president, and supersede him with "C," a bright, promising young newcomer. "A" succeeded; "B" died of a heart attack in an Executive Suite argument; and "C," with some misgivings, nevertheless took the job.

Some businessmen feel the play maligned business generally by its presentation of an atypical situation. They argue that the situation would not be paralleled in a modern corporation. And they question the propriety of a leading business concern sponsoring, and by its sponsorship vesting with authenticity, a play which they believe was harmful to business generally.

Conflict is the very essence of drama, and a good writer should not be hog-tied. Theater peopled by bland, cheerful, wholesome characters would be dull as stale ale. As a backdrop for his play a writer must have a milieu, and his selection of it may always offend someone. The church had its "Elmer Gantry," medicine its "Arrowsmith," and business its "Babbitt"—and all from a single pen.

In the days of more leisurely art forms such satires did little serious harm to the groups from which their source material was drawn. Good writers relied mostly on their own background for fiction and their creations were generally in line with real conditions. Moreover, their audience was discriminating. Bright people do not draw generalizations from specifics they recognize as fiction.

TV is a different kind of operation. It has a mass appeal, and mass audiences (we suspect) lack the intelligence or sophistication of seasoned readers or playgoers. Its demands on the writer are so voracious that they deplete his background quickly and force him to use unfamiliar material. Its time limitations require bold strokes and eliminate the fine shading that is necessary to create a balanced and sympathetic understanding of any human situation. Distortion may be the result, and immature audiences are confused by phony physicians, phony journalists, and phony businessmen.

Yet, in handling the drama of business, TV should exercise the discipline and responsibility that wisely prevail in other areas. Aware that racial and religious prejudices are so easily stirred, TV makes certain they are not awakened by anything on the air waves. However, there are prejudices against the business community also, built in by a long succession of misrepresentations by politicians, muckrakers and union-eers. This anti-business bias is both surface and sub-

terranean and is as dangerous as aroused racial or religious prejudice. And TV has a responsibility to avoid it.

What can be done about this? The solution calls for knowledge and responsibility—certainly not censorship. A sympathetic presentation of the great American business of earning a living (more engrossing than sex or religion to most of us) would be good box office as well as good sense. And a contribution to the common welfare as well.

How can it be accomplished? Corporate PR people can be used as the "technical advisers" Hollywood employs when authenticity of background is needed. The same people can comb their corporate files for valid dramatic material—not propaganda—that accurately and interestingly portrays business life. Public relations counsel can be used to avoid egregious offense. Business can invite writers and producers—as it does educators and other leader groups—to come and learn what really makes it tick. And TV people can help by extending to business the same good sense and good taste that it applies in other situations.



Writ and Slide-Rule

FEW CAREER MEN are as roundly abused by PR people as the lawyers and the accountants. Much of the condemnation is deserved—both professions can be road-blocks in the path of clear communication. Neither should be encouraged to address anything to laymen. But both have a place—and a valuable one. They are rods to the back of the communicator—checking his incaution, sharpening his thinking and writing, saving him from the pitfalls in plain speech and common sense. And they are learning the ways of PR. If we had as good a grasp of their problems as many of them have of ours, fruitful co-operation would result.



Yardstick

TO PROMOTE ITS SERVICES an advertising agency recently ran an ad with this headline: "How to Evaluate an Agency." The copy posed five questions that a prospect should want answered in considering an agency. Since they are good sound questions that apply as well to a public relations organization, whether it be a staff or counsel, we are paraphrasing the questions for the consideration of PR people: "What are your beliefs about PR?" "How do you operate?" "What facilities do you offer?" "What qualifies your staff?" and "What are your strong points?" Another line that might be taken from the book of this agency—it has a separate brochure to provide answers to each of the five questions.

Lawyers are

a PR man's best friend

"We in the Du Pont Public Relations Department have sought every appropriate opportunity over a period of years to acquaint those in the Legal Department with the broad philosophy of our work. . . . Our approach is met with cooperation rather than with hostility that can so readily accompany ignorance. And things get done!"

By Glen Perry

Assistant Director, Public Relations Department
E. I. du Pont de Nemours & Company

that he cannot get along with his company's legal department is to admit that his own public relations abilities are not all they might be. If I were a high official of a company in which the public relations and legal departments were continually at loggerheads, I'd not be able to help having some doubts about the soundness of the former department's advice as to how to get along with the public. A public relations department, above all others in a company, should be able to establish and maintain friendly, cooperative and mutually beneficial relations with other departments. It's popularly supposed to know how to get along with people, if it knows anything at all.

This is not merely a matter of affability and charm. I sometimes suspect that here is where the trouble lies. Too many company officials—and, alas, too many public relations people—think of this profession of ours merely in terms of being nice to people. It is not necessary to go to the other extreme to make my point, although I have heard it argued very convincingly that you can't be a really good public relations man unless you hate people.

It is necessary to look at things from the other fellow's point of view. He does what he does for reasons, and not just to be difficult. He thinks as he does because he has been trained to, and because that method of thought is necessary in his business if he is going to do a good job. If he is a lawyer, this is especially true. He has, as it hap-

Glen Perry worked for a New York advertising agency for a year after his graduation from Princeton University, then spent 17 years with the New York Sun in various posts. He covered both national conventions in 1940 and 1944 and traveled some 20,000 miles with Wendell Willkie in the 1940 campaign. In 1944 he joined DuPont as assistant PR director. He has done considerable writing on military and naval activities and also collaborated with Roscoe Drummond in writing articles for the Saturday Evening Post and Look Magazine. In 1937 he wrote a book about the Coast Guard. Mr. Perry is a member of the Journal's Publication Board.



FROM CASUAL LISTENING in on discussions among public relations people it would be easy to get the idea that there is something about lawyers that makes them the hereditary enemies of those who practice our profession. Many times I have heard a public relations man discuss some project undertaken by his department, animatedly as he tells how the company president thought it was a wonderful idea, happily as he analyzes the strategy, smilingly as he outlines the tactics. Then he comes to implementation, at which point his face takes on an expression of acute displeasure.

"And then," he growls, "the blankety-blank lawyers got into the act, and that was that."

As I say, I have heard this sort of

thing often enough to wonder what the lawyers must say about us, when they get together to talk shop. After all, antipathies are seldom unilateral. If you dislike the other fellow hard enough, he's pretty sure to reciprocate the feeling with equal enthusiasm.

And it is very unfortunate, not to mention very unnecessary. As the title of this article implies, I believe lawyers can be the best friends a public relations man has. I believe they should be. And when they are, the ability of a public relations department not alone to get things done, but also and more important to get them done right, is multiplied by just about any factor you feel like applying.

As an aside, I might comment that for a public relations man to admit

pens, the same objectives as you, but his methods of approach are—I realize generalizations are dangerous—diametrically opposite.

A shared objective

We share as an objective, I submit, keeping our company out of trouble if it isn't in, and getting it out if it is. But by and large, a lawyer tells the company what *not* to do, while you tell it what *to* do, in order to be saved. Again I hasten to say that I know very well there are many and important exceptions to this. There are times when public relations people tell the company officials what not to do, and the lawyers advise them what to do. But for the most part what I have said is true, and it colors the thought of both camps to a very significant degree.

That is one point to be kept in mind. There is a second. Public relations people work to a considerable degree to create impressions, and impressions lie much of the time in the field of the emotions. Beyond that, the public does not read with much accuracy, nor does it take the time or trouble for meticulous analysis, to make sure that something really says what it seems to say. It follows that public relations people tend to paint in broad strokes.

The importance of scrutiny

But a lawyer knows that his fellow barristers—and bear in mind that he is mostly motivated by what their professional reaction might be in the advice he gives and the suggestions he makes—will, if they read it at all, subject what he has written (or what *you* have written) to the most painstaking and minute scrutiny. From the legal point of view, what might seem to you ridiculous triviality in criticizing the wording of a sentence could easily be the difference between winning and losing a case were the matter to come to trial at some future time. Or it might be the difference between a suit being brought or not.

If a lawyer is doing his job, he looks at what you bring to him in those terms. And if you are doing your job, you will stifle your impatience at this thoroughness, pay attention to what he says, and try to figure out why he is saying it. You'd be surprised how much trouble

that can save you afterward. Incidentally, you'd be surprised how much that sort of thing can do for your prose style, in the way of giving it real precision. But that is a dividend. What really matters is that you know what you propose to do or say is sound from a point of view that is exceedingly important to your management, which is to say the legal aspect.

Helpful sales argument

It is, I have found, very comforting, when a high official of the company asks what the lawyers think about an idea, or a statement, or a release, to be able to reply, "They've approved it." It's a helpful sales argument.

I have been told by fellow practitioners at PRSA sessions where the subject has come up in informal conversation, that this is all very true, but that it just isn't possible to get that sort of reaction from legal minds, that their whole reaction is to see no ideas, speak no ideas, hear no ideas and, most of all, approve no ideas.

So far as I am concerned, this simply isn't true. We have, in the Du Pont Company's Legal Department, exceedingly capable lawyers who are both reasonable and well-disposed toward their fellow men. They seem to take the same view of us in Public Relations, and the result is that we get along beautifully. This is not to say that we always agree, for we don't. But we manage to resolve our disagreements by discussion ending in compromise or, sometimes, by our withdrawing our project or by their withdrawing their objection. We are able to do this because each group understands what the other is trying to accomplish.

Understanding for long range planning

And right there is the point. This is a long-range matter. In order to understand a public relations project, one must first understand the philosophical background against which it was conceived, the company situation that inspired it, and the practical considerations involved in formulating and implementing such proposals. It is asking quite a lot of a man, be he lawyer or researcher or executive, to expect him to judge sympathetically and intelligently a project about which he knows little

or nothing except that it is being thrown at him, not only for the first time, but also in what amounts to a vacuum so far as his background information is concerned.

We in the Du Pont Public Relations Department have sought every appropriate opportunity over a period of years to acquaint those in the Legal Department with the broad philosophy motivating our work. The result is that they know what we are trying to do over our entire field of endeavor, how we think it can best be done, and what we hope will happen because of it. These discussions rest in what might be called the ideological field. They are not concerned with specific proposals, but with general thinking and approaches, and I am frank to say that such discussions have often impelled us to modify or even change our own ideas for the better.

It is easy to see what this means when we come to the lawyers with specific projects. They already know the background against which we are working. Our approach is met with cooperation rather than with the hostility that can so readily accompany ignorance. And things get done.

The other side

The other side of the coin is that in our discussions we have had an opportunity to grasp the fundamental problems with which the lawyers must cope. We know how they are inclined to approach their problems, and why they are so inclined. Again it is easy to see what this means when specific projects come up. Because of our background knowledge, we have, you might almost say subconsciously, incorporated the legal approach into our own as we formulate our projects. Also, I am happy to say, we often find the lawyers coming to us for advice on the public relations aspects of their own problems and projects.

One has only to look at the postwar history of the Du Pont Company to understand how important this sound working relationship has been to that organization. It is important in every company. More than that, what can be done in one company can be done in another, and it is hard for me to see where public relations people can get a greater return on their invested effort than in creating mutual understanding with the legal department. • •

public relations helps get better schools

By Henry Toy, Jr.

Director
National Citizens Commission for Public Schools

FROM THE MOMENT our non-profit school improvement commission started operations in May of 1949, we've been taking our cues from people working for school improvement on the local level.

"How have successful towns done it?" we've asked, and then we've gone on to build our program around their formula. Last year we applied a real local-level formula at the national level and found that, once again, the grass roots can be relied upon to come up with good ideas.

The new formula we've adapted is this:

"Public service plus public relations equals the public good."

Hundreds of communities with citizens' committees—notably Minneapolis, Minn., and New Canaan, Conn.—have been adding more punch to their work through the application of skilled public relations. In Minneapolis the school-

improvement citizens' committee has a Public Relations and Publicity Committee, comprised of experts in those fields. The results achieved have the touch of the professional. New Canaan's group has been fortunate in having Frederick Bowes, Jr., president of Pitney-Bowes, Inc., as one of its leaders.

And now that same professional public relations help which has been aiding local committees is being put to work for us on the national level.

Our Commission was formed to help Americans realize the importance of the public schools to our nation and to inspire citizens to improve their schools on the local level. Throughout our lifetime we have been tackling that first job with the help of The Advertising Council and Benton & Bowles, Inc., advertising agency.

As the "client" for the Better Schools advertising campaign, we've enjoyed the free talents of professionals in the

field of advertising. Copy writers at Benton & Bowles put our message to the people into the language of advertising. Artists at Benton & Bowles use their pencils to create eye-catching art which, together with the copy, make up the newspaper and magazine, radio and TV ads which prompt thousands of persons to write to us for information each month.

Now, thanks to Hill and Knowlton, Inc., we're coming in for more of that professional assistance in the public relations field.

In 1954, at a meeting of the Public Relations Society of America, the suggestion was made that a professional public relations firm might do well to give a hand to the public service field.

Recently PRSA through its Public Relations Advisory Committee under the chairmanship of Holcombe Parkes developed a plan whereby various members of the Society may provide volunteer public relations counsel to non-profit organizations with limited budgets. We are very grateful that our organization, after careful study by the Committee, was selected as one of those to which such counsel should be offered.

John W. Hill, president of Hill and Knowlton, is a member of the PRSA Committee and, because of the extensive work his firm is already doing in the field of education, he volunteered to explore with us the various ways of cooperation with the Better Schools Program.

We jumped at the invitation! We had seen what expert public relations could do for local citizens' committees. Why couldn't it also work for us?

Furthermore, the offer came at a time when we had just taken on a new 13-week radio series. That meant more work for us and we welcomed cooperation.

At several exploratory meetings with Mr. Hill, Merrick Jackson, vice president, and Dr. Albert L. Ayars, head of the firm's education department, we outlined our Commission's program and activity.

First, we explained, America's public schools were going through a crisis. High birth rates right after World War II had sent today's enrollments soaring. Lack of building materials during the war—and public apathy directly after it—had kept the rate of new school building at a dangerously low point. And the lure of higher pay and com-

paratively pleasanter working conditions in other fields was keeping potential teachers out of the school house. It was partly a question of arithmetic: so many school houses, so many textbooks, so many teachers that had to be divided among so many children. Hill and Knowlton personnel agreed with us that *this* was a problem that called for wider citizen interest.

Hill and Knowlton wanted to learn more about how our Commission was attempting to excite and then channel that interest. This is what we told them:

Through The Advertising Council, our Better Schools advertising campaign was being given support to the tune of from four to five million dollars a year in space and time in the nation's newspapers, magazines, radio, TV, house magazines, etc. All the advertising messages stress the point that the schools belong to the citizens and that it's up to them to see that their children get the kind of an education they deserve. Once those repeated messages take hold and someone writes our Commission for help (practically all our advertising materials urge people to write us for information) we enter into the second phase of our program—that of inspiring people to work for improvement of the schools in their own communities.

How do we do that? There is an excellent mechanism for bringing about improvement. That is the citizens' committee which is representative of all segments of the population, which bases all its recommendations on thorough study of the facts, and which works cooperatively with school officials—yet remains independent in thought and action.

To the people who write us we send the first in a series of booklets which have been written by our Commission staff on the basis of the findings and accomplishments of the more than 2,500 citizens' committees with which we are in touch. The guide books start off with "How Can Citizens Help Their Schools?" and others go into the historical background of the schools, the teacher question, how citizens can work cooperatively with their school boards, how they can take advantage locally of the

Better Schools advertising campaign, how they can look into the problem of school finance. Others on the verge of publication consider instructional materials, goals of the schools, conducting publicity campaigns, school building, working with the press. And single copies of all of them are available free.

Furthermore, through our community services division (and through five regional offices across the country) we try to put people in touch with others in their community who are interested in school improvement, and send them case histories, written by the people involved, which trace how citizens' committees have solved their problems.

We agreed that, for a pilot study of just how a public relations group might assist a public service organization, one phase of the latter's organization's program should be selected as experimental ground. We asked for some help in presenting and following up our 13-week radio series, "Doorway to the Future." This presented 13 dramatic stories about the public schools and the ways in which citizens can help in their improvement.

We got that help. It came in the form of readings of the scripts by Hill and Knowlton personnel before the broadcast. (Were we saying anything which might offend some group? Were we taking full advantage of capturing the interest of those who might tune in unprepared?) It came in the form of a big assist in the preparation of brochure

which will be used to explain how the radio series might be used on the local level.

And we are now working together on an even more important cooperative venture.

Hill and Knowlton, with background information supplied by our Commission, is preparing a kit and brochure to hold all fourteen of our working guides.

The brochure will tell the layman how he can use the booklets and we believe the *telling* must be a first-rate job.

Our schools today need more help from citizens than they have ever received in the past. And today, thanks to the professional advice and counsel our Commission is being given, we feel that the work we are doing is better calculated than ever to inspire that citizen help.

The counsel and assistance we have received from Hill and Knowlton has been most helpful and greatly appreciated. This appreciation, of course, extends to the PRSA and its Advisory Committee for making such volunteer work available to us.

It surely is true, as Mr. Hill has pointed out, that public relations has reached a point in its development where it has every reason to practice what it preaches—"the acceptance and discharge of public responsibilities." In that way, not only will public causes be helped, but the stature of the profession will be immeasurably increased. There is no more worthy field of public service than the cause of better schools. • •

Readers wishing more information for background reference on community relations aspects of the program of the National Citizens Committee for the Public Schools may write the JOURNAL offices for: "America's Most Important Board Meeting," "How Can We Dramatize School Problems?" and "How Can We Advertise School Needs?" All are free on request.



Safety in PR

By Richard M. Barr

Public Relations Consultant
New York City

A GOOD SAFETY PROGRAM merits public recognition. Yet many PR men today view safety activities as completely outside their frame of interest.

Over 20% of the firms queried in gathering material for this article made no deliberate use of safety programs in their *external* public relations. Or, as the PR director of an internationally known concern declared: "Our use of the company's safety program to improve public relations is quite limited."

It would seem, then, that safety programs offer a field of opportunity not fully utilized by PR today.

Perhaps the most obvious manner in which safety enters the PR realm is in the area of communications. The PR department can be of help here, not only in making the safety program itself more effective, but also in using the program to aid the company's external public relations. For example, a safety officer might be excellent in his field, yet unaware of some basic principles of communication. A bit of expert help, in applying psychology and PR to get the safety point across, will not only make the program stronger but will have a marked positive impact on the firm's relations with the publics involved.

From the standpoint of emotional re-

sponse, safety programs *per se* are quoted at par with Mother, Home and The Flag—they're "good." Knowing, then, that the program is "good," it follows that identification of the company with a good cause is, of itself, "good." A growing number of PR practitioners have realized this and are working to improve corporate public relations by utilizing safety programs and their results.

Don Knowlton, of Hill and Knowlton in Cleveland, puts it in these words:

Seven publics

"Any company with a reputation for frequent accidents . . . certainly does

not stand very well with the public—in fact, with any of the seven publics which observe the company's operations. These seven publics, which must be considered in a public relations program, are: customers, employees, the community, the industry, competitors, stockholders, and the government. Obviously, a good safety program makes a good impression on the individuals in all these seven publics."

A "good impression," important of course, is not the only reward when PR utilizes a safety program. There can be even more tangible returns. For when PR gets behind a safety program, we



see the effects of that program markedly increased. And by helping safety records to improve, the self-interest of the company is served; i.e. the financial interests of the company are furthered.

A few months ago, Charles R. Brown, vice president of the Tide Water Associated Oil Co., of San Francisco, pointed out that while the PR function could minimize or nullify the effects of a major accident, it would be far more valuable if it had worked to prevent the accident.

"Continued accidents in any field are bound to hurt the industries of a community," Brown continued. "How? Simply because they hurt the employees, their families, their friends—closest allies in the day by day effort to improve or maintain good public relations."

Putting safety to work

Since experience is one of the best of criteria, let's consider how some companies have incorporated safety programs into their PR philosophy. In other words: how have PR men put safety programs to work for them?

On the theory that "an accident is news; an accident prevented isn't," J. Carlisle MacDonald, of U. S. Steel, points out: "If a firm has a dynamic, effective safety program, it will become known to its employees and neighbors in the plant community as a good place to work. Certainly, this reputation is an essential factor in winning public respect and confidence . . . There is considerable public interest in safety . . . The role of the Safety Department is an important factor in our present-day concept of public relations as management's responsibility to best serve the interest of the public, employees, customers and stockholders."

Union Carbide's Skree campaign

One of the most dramatic recent uses of a safety program to improve external public relations was developed by the Union Carbide and Carbon Corp. with its Skree campaign for traffic safety. Started at the South Charleston, W. Va. plant of Carbide and Carbon Chemicals Co., a division of Union Carbide, the Skree campaign attracted tremendous public response and was notable for its contribution to the company's PR. As a case history, it's worth a bit of analysis.

Carbide and Carbon first announced

that it was vitally concerned with the growing seriousness of traffic fatalities. "Off the job traffic accidents," it pointed out in a press release, "annually take the lives of many more employees than are lost on the job." Therefore, the company stated, it was joining President Eisenhower's Action Committee in the national "Crusade for Traffic Safety" and, as a public service, would wage an intensified campaign against traffic accidents in plant communities.

The assignment to create a theme and implement an immediate campaign was given to the staff of the company's employee's publication, *The Carbide News*, edited by Ben Edwards. As he tells it:

How Skree was born

"A staff member listening to the night traffic moving on the streets heard the screeching tires of a skidding car as it crashed into another, and thus envisioned a sinister, ever-lurking phantom of the highways, for obvious reasons to be called Skree.

"More thinking on the matter revealed that it was a rare automobile accident which did not involve whining tires. Skree's voice was heard when a car took a curve too fast; stopped too suddenly, or was unable to stop; there were hundreds of places and ways he was in the accident picture—particularly just before the crash. If he (Skree) could be silenced or stopped, then certainly there would be less accidents. Here was the theme."

Skree was duly cast as sort of a Traffic Frankenstein and, with the aid of the local Police Department, was photographed in various traffic situations where he would be present.

Virtually all media cooperated in the build-up by using such teaser lines as: "Have you heard Skree? . . . Watch for Skree! . . . Have you seen Skree?"

Skree goes to work

Next week-end, newspapers, radio and video revealed Skree's identity. Simultaneously, *The Carbide News* was released with cover and a spectacular feature devoted to Skree and his work. Also, by this time, plant bulletin boards had built up the campaign among Carbide employees.

During the following week, with the aid of the West Virginia Safety Council, Skree made personal appearances in all schools of the city and adjoining

areas. Each school was presented with posters; newspaper and TV photographers were kept informed of Skree's appearance schedule, while extra copies of *The Carbide News* were made available to groups or organizations wishing to use the theme.

With Skree now well identified by the public, a number of follow-up safety programs were suggested by Ben Edwards to media men and other companies wishing to participate. But promotion didn't stop with that.

Safety men in the company ordered the records, originally made for TV presentation, for use in plants. Other editors requested the Skree packet from *The Carbide News*, which itself covers West Virginia, Kentucky, Indiana and New York. And several newspapers picked up the idea, to feature it in home editions.

The use of traffic safety campaigns as a device to improve a company's external public relations is not new, of course. As far back as mid-1937, The Borden Company, for example, was awarding Gold Emblems to its routemen who had driven four years without an accident. As a sound PR tool, each bottle of milk delivered by these drivers carried a tag reading:

"I was delivered by a Borden Safe Driver. He wears a gold emblem awarded for a driving record of four years without an accident. He and 3,246 other gold emblem drivers are leaders in Borden's national campaign to make streets safer for children. Please cooperate with him by driving with special caution during the school vacation."

Safe driving campaign makes friends

The following year, Milton Fairman, PR director of the company, was able to report: "The Borden Safe Driver

Richard M. Barr is a former newspaperman, war correspondent, radio commentator and magazine editor. Until late 1953 he handled U. S. Government public relations in Latin America. Returning to New York last year, he now has his own



office as a PR consultant. His articles and stories have appeared in a variety of national publications.

campaign makes friends wherever it's promoted." Shortly thereafter, Fairman found a company truck in Columbus which had driven 115,000 miles without an accident. He plastered it with brightly painted slogans and made it a traveling safety poster for Borden's.

Ever since then, the Borden PR department has continued its use of safety programs to improve the company's external public relations. Most recent device is a model talk, made available for use by local operators. Prepared originally as a radio talk for a district safety man, by a staff member of the PR department, the script contains some interesting statistics and some useful hints on safe driving. But it has one twist that makes it unusual: the safe-driving hints come from the company's top drivers—men who have driven for 15 years in all kinds of traffic without an accident. Collectively, the tips are termed "defensive driving."

How PRR uses safety

Ralph C. Champlin, PR vice president of The Pennsylvania Railroad Co., reports extensive use of safety programs in that railroad's public relations. Five examples of how the Pennsy utilizes safety in its PR were listed by Champlin in this manner:

"1. Our efforts toward safety in train operation are recognized as being in the public interest as well as our own.

"2. We have conducted a program of off-the-job safety for our employees and their families . . .

"3. We have contributed considerable of our time, effort and money to highway safety programs and have contributed to and supported the efforts of local, state and national safety councils.

"4. We have conducted an extensive juvenile safety program in the private, parochial and public schools . . .

"5. We have produced several safety motion pictures which have been made available to hundreds of industrial plants, schools, churches, clubs and other groups."

"In these activities," Champlin concluded, "we feel that, to the degree the public is made conscious of our efforts and successes, our public relations benefit."

A booklet called "You, Traffic and Safety" is issued for its street repair crews by the Consolidated Edison Co.

of New York. William T. Brady, Con Edison's director of public information, claims that a sub-title for the booklet could well be "Making A Virtue Out of A Necessity." Here's how he explains the story behind Con Edison's highly successful use of a safety program for external PR:

Con Edison's problem

"One of our toughest public relations problems is the fact that routine and emergency work, plus a great deal of new construction, has to be done in the streets. Years ago, the powers-that-be suffered from an ostrich attitude and our street equipment was painted in drab colors. This had the double-barreled result of getting Con Edison blamed for every street excavation and of making our set-ups about as safe as a battlefield for the men who had to work in the traffic streams.

"Fortunately, we can learn around here and the situation was the first job tackled by Arthur Wallender (assistant to the president and chief of our safety program) when he resigned as New York City's police commissioner to join Con Edison.

"A committee . . . under Wallender's direction, worked out new scheduling principles and dictated the exact equipment layout for every kind of street job. Equipment was painted in blue and brilliant orange. The color scheme was augmented by easy-to-read identification and warning signs (flood-lighted at night), by ingenious warning light arrangements, and so on.

"Far from being invisible by day or night, our street set-ups now look as gay and bright as little Coney Islands. The new order did wonders for the morale of the workmen . . . and *earned us a lot of prestige with the local citizenry.*"

"Perhaps the tip-off," Brady added, "is the fact that other agencies engaged in street work are taking pages, here and there, from our book."

GM safety publications

General Motors is another concern making full use of safety activities to improve its external PR. As might be expected, emphasis is on those phases connected with automobiles. Noteworthy are two pamphlets devoted to the country's highway deficiencies, "Let's

Get Out of This Muddle" and "How to Plan and Pay for Better Highways."

For its 12,000-plus suppliers and sub-contractors, GM also issues an oversized leaflet called "For Safety's Sake."

Among its motion picture films available to the public are "We Drivers," which combines cartoon characters with live actors to get across some lessons in safe driving, and another one called "Your Permit to Drive," emphasizing responsibility for safe and courteous driving.

Of particular interest is a Cadillac-quality booklet for its dealers: "How GM Dealers Can Make More and Better Friends," a manual presenting some basic principles of the PR craft. Twice in this publication, GM points out in some detail to its dealers the value of its sponsorship of the National 4-H Farm and Home Safety Program.

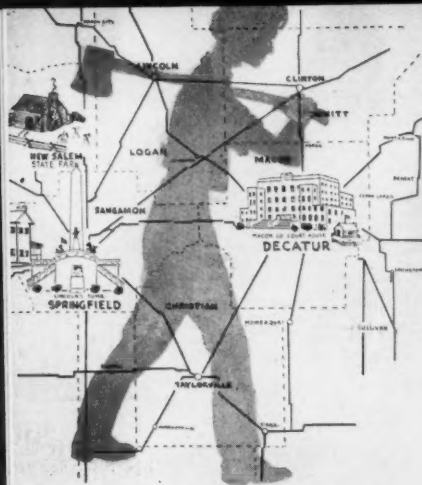
Safety to build or implement PR

The type of company appears to have no effect on the success with which a safety program can be utilized to build or implement its PR. Nor does the size of a company matter. All who have tried it—small, medium and large firms alike—report valuable contributions. Pete Dolan, of A. T. & T. is emphatic in his appraisal. He declares: "The Bell System safety program is intertwined with its public relations program."

In summary, then, it would appear that most of the leading PR practitioners in the country, and a host of others not so well known, realize the value of safety programs to their work. But there still seems to be a sizeable segment neglecting this PR device which has proven, and is proving itself daily, a potent auxiliary to the creation and maintenance of a company's external PR.

And not to be overlooked is the added return—a contribution to the success of the safety program itself. Borden's PR Department puts it succinctly when, outlining the firm's PR use of on-the-job safety programs, it says:

"The bond appears to strengthen in both directions; safety-consciousness is enhanced by publicity and PR, and public good-will is reinforced by awareness of an active safety program within the company." • •



Land of Lincoln

STALEY JOURNAL

MAY • 1954

day fame on the strength of the fact that George Washington once slept in their vicinity. Decatur has a much more substantial claim on Abraham Lincoln. On March 14, 1830, a tall, gangling young man brought his ox team to a halt in the muddy clearing surrounded by log cabins, in central Illinois. The young man, then just 21 years old, was Abraham Lincoln, and the hamlet he had just entered, then less than a year old, was the beginnings of Decatur, Ill. Now Decatur has grown to a city of more than 68,000, but the spot where he halted his oxen that raw March night is now called Lincoln Square.

During the next 30 years Lincoln became a familiar figure in Decatur as he and the little town grew up together. He lived near the town during that first year, he made his first political speech here and during his years as a lawyer, riding the circuit, he appeared in many a law case in the old log courthouse, which stood on Lincoln Square, and its successor. He paid his last visit to Decatur in 1861 when he was on his way to Washington to be inaugurated as President.

The arrival of the Lincoln family in Decatur in March, 1830, was not just chance. This had been their destination when they set out from their home in Indiana. In his book, "Abraham Lincoln in Decatur," Otto Kyle says that the Lincolns selected Decatur because of reports about the surrounding country which had been sent back to them by Abraham's second cousin, John Hanks.

As a youth
of 21 Abe
made first Illinois
home in
country near
village of Decatur



THE TORREY LINCOLN in bronze stands in the Melvin Decatur campus facing the road he traveled when, at 21, he came to Illinois.

The opening layout of the special Staley Journal issue on Decatur, Ill.

supervised by members of the company's public relations staff, a considerable amount of editorial assistance was contributed by others. Reporters and editors of the city's two daily newspapers, the Herald and the Review, contributed a number of articles without charge. The picture files of the Association of Commerce and the local newspapers were tapped extensively. A number of Decatur companies contributed pictures or cooperated with the Journal photographer for needed shots.

The first step in production—a planning session—developed a list of suggested topics and subject material. The company staff then grouped this into logical story classifications. Considerable copy had to be eliminated to adapt the subject to the magazine's standard 32-page length.

Once the story outline had been approved by the committee, writing chores were assigned to newspapermen, Association staff people, and Staley's public relations department. Ruth Cade, editor of the Journal, had the responsibility for the final assimilation of picture and story material. The issue was edited and laid out in the usual manner.

The Decatur issue was tailored to tell the community story in logical and appealing sections. The opener, "Land of Lincoln," capitalized on the historical background of the area which was the Civil War president's home country. "Modern City" was devoted to growth statistics, type of government, transportation and utility service, and hospitals. A third covered the prosperous farmlands surrounding the city and another the city's highly diversified industry.

Two sections dealt with the community's cultural advantages and its artificial lake. The sports opportunities for people of all ages were in another section. Community horizons were outlined in "Building A City's Future." The Journal retained its regular closing feature, a photo quiz, in the special issue. Representatives of the medical profession, school system, clergy, organized labor, industry, and the home were asked why they liked living in Decatur.

While each section was written as a separate feature which could stand alone, all of whom were knitted to-

The employee publication as a community relations tool

By Oscar M. Beveridge

Gardner & Jones
Chicago

A COMPANY'S EMPLOYEE MAGAZINE can be a mighty versatile gadget.

In growing Decatur, Ill., (pop. 70,000) for example, the official informational mailing piece of the Association of Commerce is a special "Our Town" edition of the A. E. Staley Manufacturing Co.'s 37-year old employee magazine. It is also being used by other companies, businessmen, city and school officials to present the story of why their community is a good place in which to work and live.

The project was conceived at a meeting of the Association's public relations committee. The members were convinced of the need of a brochure telling the advantages of the city, but the budget wouldn't stand the kind of project they felt was necessary to do the job.

A company representative suggested it might be possible to persuade his

management to put out a special edition of its magazine for this purpose. The idea was accepted enthusiastically and approved almost immediately by the company.

Under the agreement worked out, production costs and development of the special issue of The Staley Journal were absorbed by the company, but the committee suggested ideas and checked copy. The committee was under no obligation to purchase copies of the final product, to be made available at printing cost.

When the first copies came off the presses last May for distribution to the regular employee list, the Association promptly placed an order with the printer for 20,000 copies. On top of this, a number of other companies in the city ordered supplies of the magazine from the printer for their own use.

While the project was planned and

gether by the single theme of telling people why Decatur is an excellent place in which to work and to live.

Despite the fact that the Staley company is the community's largest single industry and the primary reason for Decatur's claim to being "the Soybean Capital of the World," its place in the community was deliberately subdued. The editors took special care that the company name was mentioned only where it was essential in presenting the complete story.

One resident not an employee, after seeing the issue, sent the editor a list of 16 former city dwellers who he felt would like to receive copies. The local Association of Commerce sent them to affiliated offices throughout much of the U. S. The issue was featured in a bulletin put out by the National Association of Commerce.

The company's public relations department undertook the project initially for two reasons. First, members were sure that most employees would appreciate having a hand in telling the story of their community. Second, it seemed an excellent opportunity to perform a needed community service at a relatively low cost. With the exception of a comparatively small amount of additional time needed in production, the costs of the special issue were in line with others.

Since its publication, several other values have accrued to the company. The personnel department is utilizing it as a regular part of its recruitment literature and the public relations department is distributing the magazine to company visitors. • •

A graduate of Amherst College and New York University Graduate School of Business Administration, Mr. Beveridge was with Carl Byoir and Associates from 1938 to 1948 as director of research, production manager and account executive. After six years as director of public relations for Booz, Allen & Hamilton, management consultants, he joined Gardner & Jones, Chicago public relations counsel, as a principal. He served as chairman of the 1953 national education committee of PRSA and has been an officer and director of the Chicago chapter.



Fifty of assistance turned up voluntarily when the Staley Journal staff decided to publish a special issue devoted to telling the story of its plant community. Shown above looking over possible picture material are Ruth Cade, Journal editor, and James Beaumont, city editor of the Decatur Review, seated. Standing are Hal J. Roche, Staley public relations director; A. E. Staley, III, Staley soybean division advertising manager; Henry Bolz, executive secretary of the Decatur Association of Commerce.

FACING THE FUTURE WITH CONFIDENCE

The addition of 287 thousand men and women to our General Motors payrolls in the United States and Canada in only 15 years proves that technological improvements do not wipe out jobs. The impact is exactly the opposite. Technological improvements create jobs. The whole economy benefits.

Some people are now referring to technological improvements as "automation." Do not be confused by this new word. It is just another term for a process that has been largely responsible for the rising standard of living to which the automobile industry and mass production have contributed so much.

Bold planning . . . provides the impetus that keeps our economy on the march forward toward ever new frontiers.

The old frontiers of geography have disappeared, but their place has been taken by frontiers in science and industry whose horizons are limitless.

Never have the opportunities for progress been greater than they are today.

Given a world at peace, sound national policies and a people willing to work for the things they want, we can look forward to an ever more dynamic and prospering national economy.

HARLOW H. CURTICE
President, General Motors
Luncheon for Business Leaders
at GM Motorama of 1955



Coordinated campaign aids physically handicapped

By Alma Triner

Account Executive
Daniel J. Edelman & Associates
Chicago

AT THE END OF World War II, the employment problems of physically handicapped persons were suddenly brought into sharp focus. The returning veteran who had lost an arm or a leg defending our freedoms was given much sympathy, but little opportunity to prove he could still be a productive, self-sustaining member of society. Disabled civilian workers, who had contributed vitally to our defense production, found themselves out of jobs and classified as "unemployable."

Unable to find work, often forced to submit to the degradation of public relief, these people presented a major humanitarian and economic problem. The nation could not afford to lose their productive power.

Stimulate the integration of disabled workers into the economic life of their communities, the first full week of October every year was designated National Employ the Physically Handicapped Week by Act of Congress in 1945.

During this special week manage-

ment, labor, veterans' and other voluntary groups join forces with State and Federal agencies to educate employers and the general public to the fact that physically handicapped workers are not vocationally handicapped when properly trained and placed in suitable jobs.

In Illinois, the observance is led by the Governor's Committee on Employment of the Physically Handicapped, a voluntary group of private citizens appointed by the Governor. As public relations counsel to the Governor's Committee, our agency serves as the nerve center for the NEPH Week campaign, coordinating all activities of the various participating groups and handling all major publicity in the state.

Detailed advance planning is absolutely essential to the success of the NEPH Week program. For whether our publicity is implemented at the local level by citizens' committees or by the state employment offices, we must rely upon the assistance of people with little or no knowledge of publicity proce-

As with all Edelman accounts, informal "brain-storming sessions" provide an important source of NEPH publicity ideas. These meetings provide an opportunity for some of the staff members, who are not working directly on the account, to offer suggestions, opinions, and criticism on the campaign. Left to right are Peggy Allardice, Eleanor Woods, Daniel J. Edelman, Alma Triner, Gordon Winkler, and Rita Jane Lysen.

dures. Therefore, we must try to foresee every eventuality and prevent slips before they occur. Also, because there are many organizations cooperating on the campaign, specific responsibilities must be assigned in advance to assure coverage of all important channels of communication, and to avoid duplication of effort.

Our initial campaign conference, held two months before NEPH Week, provides the opportunity for coordinating the thinking and resources of all participating groups. Each group sends its representative to the meeting, at which the campaign keynote is decided. Definite assignments are accepted by various groups, and, wherever possible, completion dates are given each project. Thus, the minutes of the meeting serve as a check-list for everybody working on the campaign.

Publicity is divided into four areas: press, radio-TV, promotion, and special events.

Our office develops all basic press material. This includes a fact sheet giving complete background information on the campaign (objectives; a resumé of the current situation throughout the country and in Illinois; progress since the first NEPH observance in 1945; information on the state and federal agencies providing rehabilitation, training, and placement services for the handicapped; a list of major employers of disabled workers; and quotes from industrial physicians, insurance experts, and other authorities); fillers and slugs of varying lengths; and news releases.

Since "amateur press relations people must supplement our efforts with the local media, we create a special press packet for downstate and Chicago community state employment offices. In addition to regular press material, this includes a suggested Mayoral proclamation; pattern news releases for local events; suggestions for newspaper fea-

tures, photo spreads, radio and television interviews or panels; and instructions telling whom to contact at local newspapers and radio-TV stations.

Statistics and case histories of disabled workers and plants employing them are channelled to us by the Community Services division of the Illinois State Employment Service, and we work out publicity placement.

We handle all contacts with the four Chicago dailies and state wire services, arranging for press coverage of all NEPH events occurring here, and developing special features. It takes much legwork and persistence, but we have found that personal calls on editorial writers, financial and medical writers, columnists, women's page editors, city editors, photo editors, and feature writers pay off substantially in prominent, sympathetic campaign articles.

About two weeks before the campaign, the Chairman of the Governor's Committee writes to all editors of downstate daily newspapers requesting their cooperation. Enclosed with his letter is a press kit containing a news release announcing the proclamation of the week; a copy of the Governor's proclamation; the fact sheet; and a selection of fillers and slugs. The Chairman also writes to the editorial writers and cartoonists.

The local offices follow up on this mailing with personal calls to their editors, suggesting feature material. They

also distribute the press kit to weekly newspapers in their area.

Radio-TV publicity work follows a similar pattern of cooperation. The Veterans Administration distributes television slides and taped announcements to all Illinois stations, while we provide copy for live spot announcements ranging from 10 to 60 seconds to radio-TV program directors, newscasters, sports-casters, commentators, disc jockies, sponsors, and advertising agencies.

We line up radio and television interviews and discussion programs, schedule the television showing of motion pictures dealing with "Handicapped on the Job," and arrange for television newsreel coverage of spot news events. Throughout the campaign a steady flow of news is supplied to the newsrooms.

Dates for all special NEPH Week events are coordinated at the initial planning meeting. And while we publicize these events, each organization takes care of the physical arrangements for its own projects.

For example, the Disabled American Veterans is the major sponsor of the statewide NEPH Week poster contest and provides the art scholarships and medals given as prizes. By the time campaign activity gets under way, they have already contacted the high schools and selected local winners. They set up their own Awards Banquet, and bring the downstate winners to Chicago for the

event. We publicize it by arranging television appearances for the youngsters, sending out news releases and photos of the winners with their entries; and having the winning posters displayed in the Chicago Tribune Art Gallery. Television newsreels as well as the newspapers are invited to cover the banquet—and usually they do.

Similarly, the American Legion sets up its own ceremony at which Citations from President Eisenhower's Committee on Employment of the Physically Handicapped are presented to individuals and groups which have done an outstanding job of developing employment opportunities for disabled workers. All publicity activity on the project is turned over to us.

Promotion material, which is supplied to us by the President's Committee, is distributed by the Community Services section of the I. S. E. S. They arrange for the use of NEPH car cards by public transportation lines, blotters by banks, and brochures by department stores. They also work with local stores to develop window displays, and see to it that Post Office delivery trucks carry "Hire the Handicapped" posters.

During the first week of October, virtually every resident in Illinois who reads a newspaper, listens to the radio, watches television, or even ventures out of doors is repeatedly exposed to the fact that it's good business to hire the handicapped.

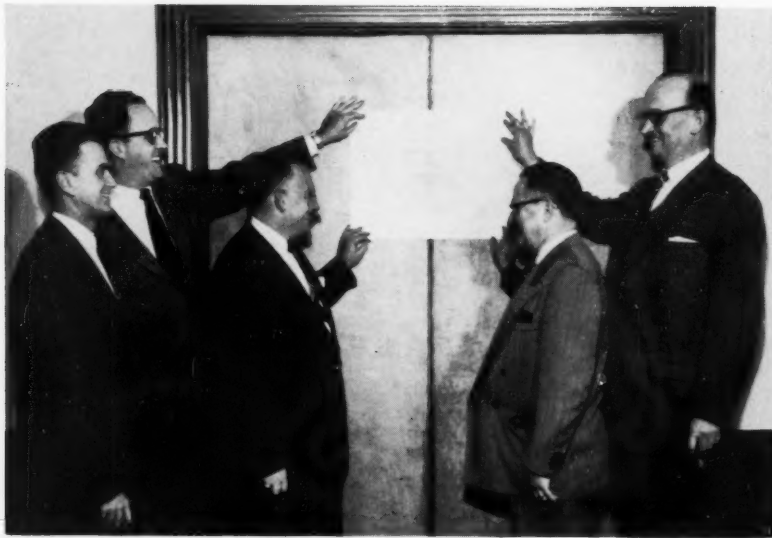
In Chicago alone, in the 1954 drive, three out of the four papers carried editorials, two financial columnists devoted substantial space to the campaign, two papers carried picture spreads showing the handicapped on the job, two women's columnists devoted features to disabled women, and three papers carried human interest features on their news pages. News stories and/or photos appeared almost daily in all papers. In addition to the spot announcements, fourteen television interviews took place with handicapped workers and authorities in the field, and three television stations showed 15-minute films.

While it's pleasant to thumb through thick clipping books and enjoy tight television schedules, the reports from employment offices that more and more employers are saying "It doesn't matter," when called about qualified disabled job applicants is a far better indication of the effectiveness of the vehicle Congress established ten years ago. • •

The NEPH Poster Contest is one of the most important sources of publicity. Here some of the 1954 winners are congratulated by Nicholas O. Isaacson, Commander, Illinois Disabled American Veterans, and Walter E. Parker, Director Illinois State Employment Service.



NEWS IN VIEW . . .



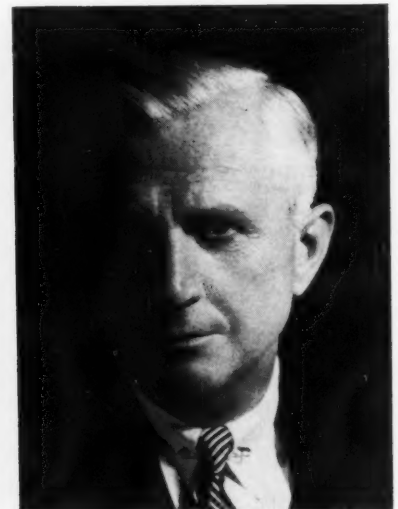
NEBRASKA CHAPTER CHARTERED—Don R. Cowell, Central District vice president of PRSA, presented the charter of the Society's new chapter to the chapter president, W. Grant Burden, assistant to the general director of public relations, Union Pacific Railroad Company, at a ceremony held at the Fontenelle Hotel, Omaha, on February 28. Shown above, left to right, are Robert S. McGranahan, director of general printing and information at the University of Omaha, chapter secretary; Mr. Cowell, who is also public relations director for The Quaker Oats Company; Mr. Burden; Horace L. Rosenblum, director of public relations for Woodmen of the World and chapter board representative and George M. Crowson, president of PRSA.



Didier Lambert, editor of *La Vie Francaise*, presenting the bronze plaque representing the new French Oscar in the public relations field to Serge Scheer, president of Esso Standard S. A. F. Left to right in the picture are Jean Choppin de Janvry, director of public relations for Esso Standard; Mr. Scheer; French Secretary of the Treasury Gilbert-Jules; Robert Jacomet, chairman of the National Federation of Investors; and Mr. Lambert.



Richard B. Hall, of Richard B. Hall & Associates, Washington, D. C., is delegate of the Public Relations Society of America to the first formal meeting of the newly organized International Public Relations Association to be held at Bath, England, April 29 - May 1. Mr. Hall is one of three PRSA members who have been designated to represent the American public relations field on the international body's governing council. Other countries whose national public relations organizations are sponsors of IPRA include France, Great Britain, Netherlands and Norway.



Lynn Farnol, New York public relations counsel, received an honorary Doctor of Laws Degree at Florida Southern College early in March. Mr. Farnol also gave the convocation address on "The Intangibles of Communication."

Public Relations Society of America Establishes New Geographical Districts

Six Vice Presidents Named

George M. Crowson, president of the Public Relations Society of America, has announced the establishment of six new geographical districts of the Society, effective in 1955. In making the announcement and naming six new vice presidents to represent the national organization in these districts, Mr. Crowson pointed out that the action taken was to accommodate the growth and development, both in chapters and individual membership, of the national professional organization in the field of public

relations.

PRSA now numbers nearly 2,000 members in 46 U. S. states and territories and nine foreign countries, with 26 chapters ranging from Boston to Honolulu, and from Canada to the Gulf.

The six new vice presidents are: Canadian District—Kenneth J. McArdle, president of Public & Industrial Relations Limited, Montreal, Quebec; Central District—Don R. Cowell, public relations director of The Quaker Oats

Company, Chicago; Eastern District—Dudley L. Parsons, senior partner in the Dudley L. Parsons Company, New York; Southern District—Shirley D. Smith, head of Shirley D. Smith and Associates, Memphis; Southwestern District—Malory McDonald, director of public relations for the Missouri Pacific Lines, Houston; Western District—F. Douglas Tellwright, vice president in charge of public relations for The Pacific Telephone and Telegraph Company, San Francisco.

PRSA's District Vice Presidents

(Stars on map indicate the location of the Society's 26 Chapters.)



Western
F. DOUGLAS TELLWRIGHT
The Pacific Telephone
and Telegraph Company
San Francisco, Calif.



Southwestern
MALORY McDONALD
Missouri Pacific Lines
Houston, Texas



Southern
SHIRLEY D. SMITH (Mrs.)
Shirley D. Smith and Assoc.
Memphis, Tennessee



Central
DON R. COWELL
The Quaker Oats Company
Chicago, Illinois



Canadian
KENNETH J. MCARDLE
Public & Industrial
Relations Limited
Montreal, Que.

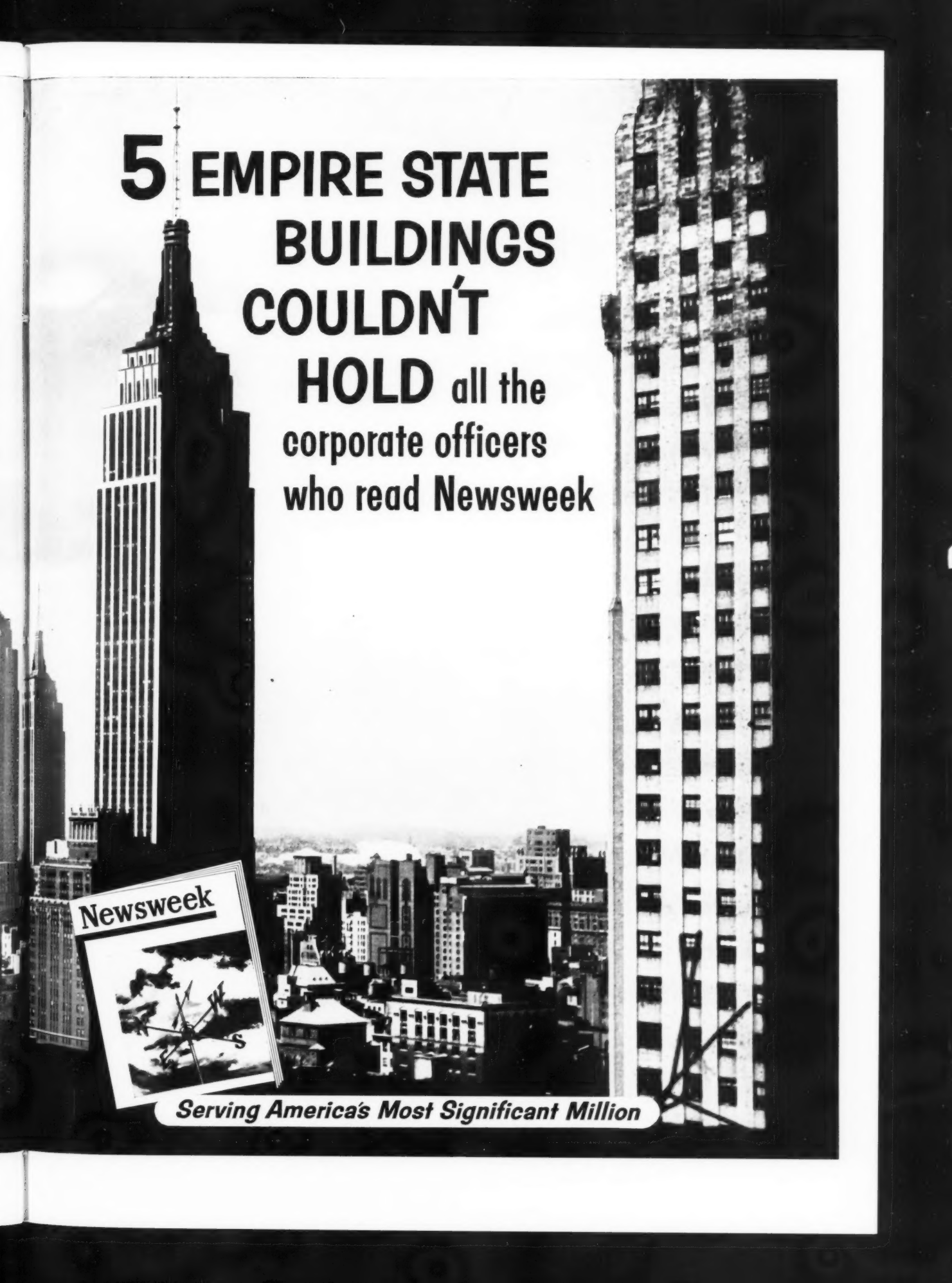


Eastern
DUDLEY L. PARSONS
Dudley L. Parsons Company
New York, N. Y.





Empire State Building "Population"—25,000;
Corporate officers who read Newsweek—137,000



**5 EMPIRE STATE
BUILDINGS
COULDN'T
HOLD** all the
corporate officers
who read Newsweek



Newsweek

Serving America's Most Significant Million

❖ FIELD NEWS ❖



Deciding to see themselves as others see them, PRSA's St. Louis Chapter recently invited three top St. Louis business executives to participate in a panel discussion: "What's Right—and Wrong—About Public Relations?" Participating were (left to right) Thomas W. Parry of Thomas W. Parry & Associates, PR counselor, who acted as moderator; Laddie Hamilton, president of Ozark Airlines; Edgar E. Rand, president of the International Shoe Company; and Laurence Mallinckrodt, president of Scruggs, Vandervoort and Barney.

ATLANTA CHAPTER

Under the leadership of President Julian N. Trivers, the Atlanta Chapter is co-operating with the Engineering Extension Division of the Georgia Institute of Technology in offering a night public relations course consisting of 26 sessions.

In addition to regular lectures, preliminary plans for the course call for as much participation as possible by Chapter members in detailing the public relations programs of their companies.

The Georgia Tech course will be the second major project in the educational field undertaken by the Chapter. The first is the annual Dixie Public Relations Conference held in cooperation with Emory University.

William H. Kearns, regional manager, McGraw-Hill Publishing Company, was the featured speaker at the Chapter's February meeting. His topic was "What the Business Press Wants from Public Relations Practitioners."

Mr. Kearns pointed out that McGraw-Hill publishes 35 magazines distributed in the United States and 25 foreign countries, and that the designation "business press" is preferred as a more accurate description of the field than "trade press."

The key to dealing with the business press is which audience are you trying to reach. There is a wide selection of fields.

The business angle is required for stories—how to increase production and sales, background with a look-ahead

formula. The business press, Mr. Kearns said, can't hope to compete with newspapers, radio and TV because it requires more facts for reporting in depth and is anxious to get the whole broad pyramid behind the news.

Thousands of magazines comprising the business press field are anxious to get stories suited for their own individual requirements—better ways of doing things, new ideas which save money by cutting costs. Rather than flood editors with releases, Mr. Kearns suggested, study the magazines and use discretion in submitting material.

Decisions on stories for McGraw-Hill publications are made in New York, but while one may write to the New York office directly, it is perhaps better to go through a branch office and establish a working relationship locally. No formal release is necessary. Either a tip by phone or a brief story outline is sufficient.

CHICAGO CHAPTER

The Chicago Chapter's Fifth Annual Public Relations Forum, to be held April 19 at the LaSalle Hotel, has as its theme, "Getting Your Money's Worth Out Of Public Relations." It represents a special program to aid public relations practitioners in measuring the effectiveness of their public relations efforts.

Featured speakers will be Walter G. Barlow of the Opinion Research Corporation, Princeton, N. J.; Burleigh B. Gard-

ner of Social Research, Inc., Chicago; and Prof. Arthur M. Barnes of the School of Journalism, State University of Iowa, Iowa City.

Case histories on low-cost, tried-and-proven techniques used to measure the effectiveness of actual public relations programs will be presented during the afternoon.

CINCINNATI CHAPTER

Speaker at the Cincinnati Chapter's February meeting at the Hotel Sheraton Gibson was John J. Grove, assistant director of the Allegheny Conference on Community Development. His topic was "The PR in PR (Pittsburgh Renaissance)." Mr. Grove explained how all of the various civic forces in Pittsburgh united in bringing about a determined urgency which accomplished tremendous redevelopment and reconstruction in the area where the Monongahela and Susquehanna Rivers meet.

COLUMBUS CHAPTER

Dilman M. K. Smith, vice president of Opinion Research Corporation, Princeton, New Jersey, talked on the topic "Buyer Resistance in the Leadership Market" at the Chapter's opening meeting this year. "During the depression years," Mr. Smith said, "there was considerable resistance to the leadership of management in economic thinking." Many forces were competing for the acceptance of the minds and loyalties of both labor and the public. As a result, even many business men did not embrace completely the idea of a free market economy. Many changes proposed by management to improve efficiency and the ultimate welfare of the worker met opposition.

A positive program of action to overcome this resistance was developed. Opposition is found to depend upon the way changes are introduced and interpreted. Surveys revealed some of the ways in which communications were inadequate. Over the period of 1949 to present there have been improvements in attitudes toward supervisors as a part of management, attendance in education and training programs, number and quality of employee publications, annual reports and use of personal letters, information racks and meetings. Above all, there has been greater attention to the most effective means of communicating—the face-to-face contact of management with men and the public.

This improved communication program is showing results. Repeated surveys show such findings as rising opposition to close government regulation, decrease in number of those favoring government ownership, and in demands for placing a top limit on management salaries.

The public relations worker has been tooling up for a job to be done. We have

(Continued on page 28)

Tide Prods Progressively



"... you get a good over-all picture from TIDE ... it makes you stop and think twice about things you've been accustomed to doing."

Tide's Language of Leadership Gets Management Readership

19

People . Programs . and Accounts

NEW OFFICERS ELECTED BY HILL AND KNOWLTON, INC.



John W. Hill



Bert C. Goss



Edward W. Barrett



Richard W. Darrow

Election of John W. Hill as chairman and of Bert C. Goss to succeed him as president of Hill and Knowlton, Inc., public relations counsel, was announced last month at the firm's annual employees' meeting. Mr. Hill will continue to serve as chief executive officer.

A native of Indiana, Mr. Hill founded the firm in 1927, which now has offices in New York, Washington, Pittsburgh, Chicago, Cleveland, Sydney, Australia, and Paris, France. Before entering the public relations business he had been a newspaper and magazine editor.

Mr. Goss has been the counselling firm's executive vice president since 1953. Before joining Hill and Knowlton, Inc. in 1944 to head its Washington office, he had been business editor of *Newsweek Magazine*, associate editor of the *Journal of Commerce* and assistant professor of finance at New York University. He was born in Springfield, Missouri.

Edward W. Barrett and Richard W. Darrow, vice presidents of the public relations firm since 1952, have been named executive vice presidents.

Gusried Freund Dead



Gusried V. Freund, director of trade relations for Frankfort Distillers Company, New York, died at his home in Manhattan on January 10.

Mr. Freund was well known in the distilled spirits industry. For several years prior to joining Frankfort, he was associate editor of the *Journal of Commerce* in charge of several departments including commodities and wine and spirits.

During the war, he was with the Federal Government, in Washington, associated with the Department of Commerce in liaison with the United States Army Air Force.

EDWARD C. LOGELIN, vice president-Chicago, United States Steel Corporation, received an honorary degree of Doctor of Humane Letters at Illinois Wesleyan University's Founder's Day Convocation, February 9, at Bloomington, Ill. Mr. Logelin was one of the pioneers in the development of U. S. Steel Corporation's public relations department.

DAVID B. CHARNAY, head of Allied Public Relations Associates, Inc., has been appointed chairman of the Special Events Committee for the Red Cross 1955 Campaigns for Members and Funds.

After several months as an editorial consultant, RONALD SCHILLER, widely known magazine writer, has been appointed to the permanent staff of Robinson-Hannagan Associates, Inc., New York, to head the public relations firm's magazine department.

DARRELL D. DECKER, who has been industrial and public relations director for the Wolverine Tube Division of Calumet & Hecla, Inc., Chicago, has been named employe and public relations director of the entire firm and will report directly to the president.

EDWIN D. DODD, production manager of Owens-Illinois Glass Company's Libbey Glass Division and vice president of PRSA's Toledo Chapter, has been named Toledo's "Outstanding Young Man of 1954" by the Junior Chamber of Commerce.

ROYAL W. RYAN, executive vice president of the New York Convention and Visitors Bureau, received highest award of the National Association of Travel Organizations for service as president of the national group from November 1953 to December 1954.

HARRIS-SEYBOLD COMPANY, Cleveland, one of the nation's largest manufacturers and distributors of printing equipment and supplies, has established a full-time public relations department. Frederick W. Baker, former advertising manager, will head the new department.

RICHARD P. WATERS, JR., director of public relations of the John Hancock Mutual Life Insurance Company, Boston, has been elected a second vice president of the Company.

JOSEPH L. STENEK, a former staff assistant has been appointed manager for the Southern California-Arizona operation of Braun & Company, PR and management consultants.

MACK KEHOE, publicity and community relations director of the Miller Brewing Company, Milwaukee, has been named a judge of the National Editorial Association's newspapers contests.

PAUL O. RIDINGS, co-owner of Witherspoon & Ridings, Inc., Dallas-Fort Worth public relations firm, spoke on the career opportunities in the public relations field at the opening session of the three-day 15th annual Career Conference at the University of Oklahoma.

ALFRED A. GENTILCORE has been named president of Communications Associates, Inc., New York, specialists in medical and pharmaceutical public relations. Mr. Gentilcore will continue to act as PR consultant to the Surgeon General, U. S. A. F.

SIDNEY G. PIETZSCH has been named vice president of Witherspoon & Ridings, Dallas-Fort Worth public relations firm. Mr. Pietzsch joined the firm in March, 1954, as senior account executive in the Dallas office.

MOVES

A. J. ROSE, former major in the U. S. Air Force where his duties involved public relations and management analysis, has been named assistant to Morris B. Rotman, president of Harshe-Rotman, Inc., Chicago and New York public relations firm.

RED SHIELDS, formerly publicity director of Hoffman Electronics Corp., has been appointed an account executive on the staff of Burns W. Lee Associates, Los Angeles.

DONALD WAYNE, contributor to *Holiday* and other national magazines, has joined Bozell & Jacobs, Inc., as a writer, chiefly on the Electric Companies Public Information Program account.

CHESTER BURGER, formerly national newsfilm manager of CBS Television, has joined Ruder & Finn Associates, New York public relations firm, as a member of the sales and planning staff.

STEPHEN FITZGERALD & COMPANY, New York public relations counsel, has moved its offices to 575 Madison Avenue.

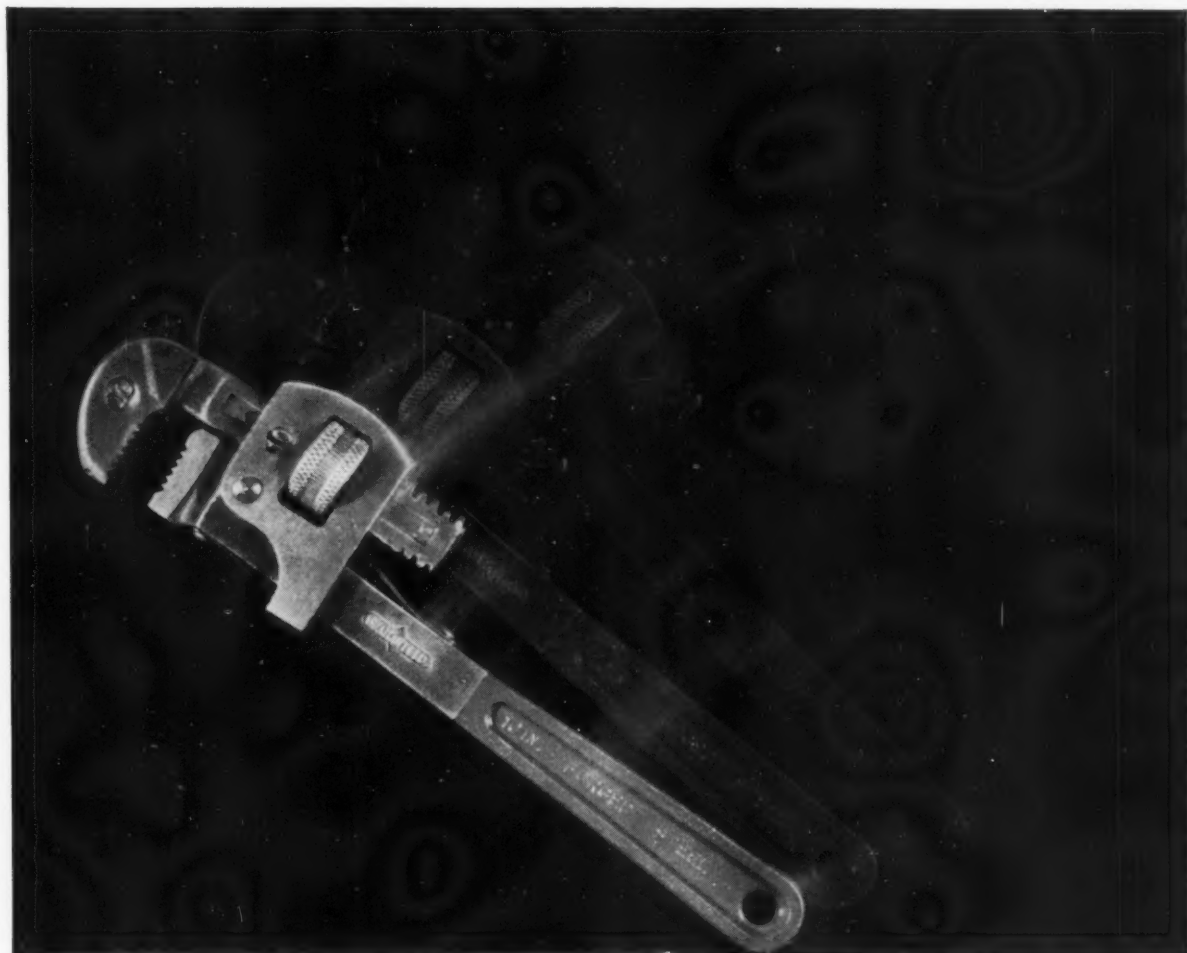
ROSEMARY FOX, formerly assistant food editor of the *Chicago Tribune*, has joined the Lawrence H. Selz Organization, Inc., Chicago.



MACKARNES H. GOODE, formerly manager of public relations and advertising of Irving Trust Company, has joined Farley Manning Associates, New York public relations firm, as account executive and member of the Plans Board.

(Continued on page 25)

YOUNG PEOPLE ARE EASIER TO SELL THAN OLDER PEOPLE



This will come as a wrench...

... to those advertisers attempting to turn firmly established brand preferences among older people. It's a hard and costly effort because experience and logic tell us that these brand loyalties are held fast—if not down-right riveted down.

Which is exactly why more and more advertisers are turning in the direction of Redbook and its vital Young Adult age group. These are the 18-to-35ers... with pliant brand loyalties... with widespread and immediate buying needs... with proved response to present Redbook advertisers. All the more reason for you to take your turn—in Redbook.

Redbook

The Magazine for Young Adults



© Publisher's estimate 12/31/54

CIRCULATION 2,150,000*

(Advertisement)

April, 1955

21

News in Education

Procter and Gamble Broadens Scholarship Program

Two new scholarship programs, including one for women's colleges believed to be the first ever sponsored by a major U. S. company, have been announced by Procter & Gamble Company, Cincinnati.

The scholarship programs, which will be accompanied by unrestricted grants from The Procter & Gamble Fund to the participating institutions, will bring the total aid-to-education contributions from the company and the fund to more than \$650,000 per year.

The programs will provide 200 four-year undergraduate scholarships at 25 to 30 privately endowed colleges and universities and 40 four-year scholarships at women's institutions.

The new plans, according to R. K. Brodie, administrative vice president of the company and president of the fund, are being established "because educational institutions today face acute problems which did not exist when our original program of aid to technical schools was conceived."

"To achieve maximum benefit for all concerned," Mr. Brodie said, "Procter & Gamble believes a scholarship program must be allowed to function freely, with a minimum of outside restrictions."

The company will continue its present broad program of support to education in technical fields. These grants amount to approximately \$248,000 per year for post-graduate fellowships, grants-in-aid and research projects in many colleges throughout the country. In addition, the fund is making grants of approximately \$80,000 to such special educational funds as the United Negro College Fund, the National Fund for Medical Education and others.

Second MPA-NEA Editor-Educator Conference

The Second MPA-NEA Editor-Educator Conference and Benjamin Franklin Awards Dinner, co-sponsored by the Magazine Publishers Association and National Education Association, will be held May 10-11 at the Hotel Woodner, Washington, D. C.

Public school and college educational leaders from all over the country will meet with magazine editors in forum sessions to discuss and explore common problems. Fewer and more practical topics will form the program this year, with greater opportunities for open discussion.

The Benjamin Franklin Magazine Awards for outstanding magazine writing during 1954 will be presented at a dinner meeting at the Statler Hotel on May 11. The awards are administered by the University of Illinois.

Leading teachers and magazine editors have formed a Joint Editor-Educator Committee which coordinates the educational efforts of schools and magazines in behalf

of a better informed public. Function of the Committee is to serve as a working link between NEA and MPA in developing joint projects that will further the common goals of the two important educational groups.

ACPRA Convention To Be Held in June

More than 800 public relations executives will meet in Chicago June 29 through July 2 to discuss ways to improve the public relations programs of the nation's colleges and universities.

They are members of the American College Public Relations Association, which will hold its annual convention at the Drake Hotel.

News dissemination, radio and television programs, relations with business and industry, and fund-raising are a few of the topics to be spotlighted during six general sessions and seven special-interest seminar sessions.

"Institutions of higher education are devoting increased attention to the subject of public relations," pointed out convention chairman Stewart S. Howe, vice president of the Illinois Institute of Technology.

The diversified convention program illustrates how the nature of college public relations has changed since the days when it was concerned only with publicity, Mr. Howe added.

Among the other convention highlights will be the presentation of awards for distinguished service to education and for outstanding achievement in the college public relations field.

Nepco Foundation Expands Scholarship Program

The Nepco Foundation scholarship awards program, sponsored by the Ne-koosa-Edwards Paper Company of Wisconsin, has been expanded to aid Wisconsin educational institutions.

This year, in addition to the \$500 awards to be granted to each of four qualified applicants, the plan provides for a cost of education supplement equivalent to the tuition but not to exceed \$500 a year, to go to the Wisconsin college or university selected by each scholarship winner. The grant will continue during the length of time the scholarship winner is eligible under the awards plan and is in attendance at the school selected.

Addition of this feature to the plan has raised the yearly value of the individual scholarship to a maximum of \$1000. Inasmuch as awards are renewable yearly for a maximum of three additional years, the value of the individual scholarship may run as high as \$2000 for the student and an additional \$2000 for the school chosen.

Savings Banks Distribute Patriotic Plaques



Twenty-nine of the 36 member banks of the Group Five Savings Banks Association, New York, are currently distributing 20,000 of these patriotic plaques to all the classrooms of schools and meeting places in their vicinity, around the area of Brooklyn, Queens and Long Island. The banks feel a real public service is being rendered by developing the plaques inasmuch as a slight change in the "Pledge," made a year ago, has created much confusion in its recitation.

Printed in red, white and blue, mounted on cardboard and varnished, the 28 x 42 inch plaques can be hung conveniently on classroom walls.

Some of the Group Five Savings Banks plan also to present them to veterans groups, community meeting rooms and other civic gatherings. Many of the banks presented them to schools at special ceremonies commemorating the birthdays of Lincoln and Washington.

Cooperative Program To Assure Future Scientists

Industry is spearheading a new cooperative program to assure itself of a future stockpile of trained scientists and technicians, according to the National Science Teachers Association.

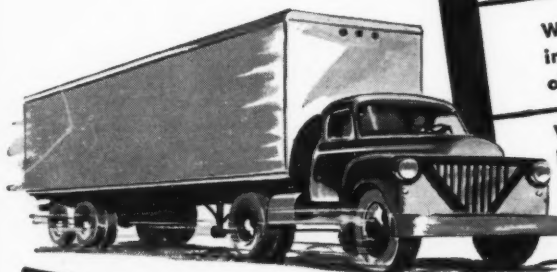
Science-related industries and engineering firms are planning to offer more summer vacation employment opportunities to high school science teachers because they believe these teachers are in a strategic position to encourage young people to seek technical careers. Forty-four plants—ranging from oil refineries and chemical companies to fertilizer plants—are cooperating with NSTA, a department of the National Education Association, to blaze the trail on this plan to interest more young people in school science programs and futures in science and engineering.

(Continued on page 29)

ALL RIGHT — —

Let's Talk About Scorecards!

Perhaps you have seen, recently, railroad advertising featuring a transportation scorecard. You might like now to see another transportation scorecard, filling in some noticeable gaps in the railroad chart.



An extensive and expensive railroad propaganda campaign has led people to believe that federal regulation of railroads was initiated solely because they were a monopoly. Monopolies *can* act against the public interest and must be controlled. But the record also shows that railroad competitive practices made regulation *imperative* — not only in the interest of the shipper and consumer but to protect the railroads against themselves.

TRANSPORTATION SCORECARD		
	RAILROADS	TRUCKS
Which form of transportation serves every community in America?	NO	YES
Which has received enormous land grants (Equal in area to the 13 Original Colonies)?	YES	NO
Which has huge capital assets yielding large current income as a result of outright public gifts and grants?	YES	NO
Which form of transportation pays hundreds of millions of dollars annually in special federal taxes on equipment, parts and fuel purchased?	NO	YES
Which common carrier, rail or truck, is more comprehensively regulated by the Interstate Commerce Commission?*	NO	YES
Which form of transportation, rail or truck, is subsidized — based on the only definitive public study** ever made?	YES	NO
Which form of transportation is vital to our economy?	YES	YES

* 52nd annual report, Interstate Commerce Commission
 ** "Public Aids to Transportation." Report of U. S. Federal Co-ordinator of Transportation.



American Trucking Industry

American Trucking Associations • Washington 6, D.C.

IF YOU'VE GOT IT, A TRUCK BROUGHT IT!

(Advertisement)

Community Relations Is Important Aspect Of Air Pollution Control, Pendray Says

The failure of American industry to recognize community relations opportunities in air pollution control has resulted in wide spread blame of industry for air pollution conditions, according to G. Edward Pendray, senior partner of Pendray and Company, New York.



Dr. Pendray, was the speaker at the banquet session of the First International Congress on Air Pollution in the Hotel Statler, New York, March 1. The congress is sponsored by The American Society of Mechanical Engineers as a feature of its 75th anniversary observance. Delegates from seven nations were in attendance.

General criticism exists, Dr. Pendray said, despite estimated expenditures by private industry of \$1 billion in the past five years and current spending of from \$100 to \$300 million annually to clear up its share of the country's air pollution. More abatement of the actual pollution, he declared, will not always solve the community relations problems it has stirred up—especially when, as too often happens, industry acts too late, with too little.

Dr. Pendray pointed out that too many industrial managers have reacted to community criticism in a set pattern. The existence of any pollution problem is at first vigorously denied. When townspeople point to his plant chimneys belching forth smoke, fly-ash or dust, the industrial manager is apt to point out that the people settled in the community with "notice" of the problem and must bear the consequences.

As public furore grows, Dr. Pendray reported that the industrial manager and his lawyer often resort to official silence, fearing that further statements will constitute damaging admissions in case of legal action. The result in most cases is that "regulations as to the amount of smoke, fumes, pollutants and the like are adopted, without any idea of their effect on the nuisance under attack, or on the economics of the community."

In the end, he continued, the plant must yield to the public pressures. It emerges with a "black eye" from a situation which, if undertaken voluntarily earlier, "would have made new friend-

ships and gained the company credit for public spirit."

Joint government-private industry efforts for air pollution control were raised by Dr. Pendray. He pointed out that many firms are investing in research and equipment to curb pollutants, and are combining their efforts with intelligent community relations practices.

"Citizens can actually bring themselves to believe in some communities," he said, "that some factors other than industry are adding to air pollution." Industry efforts have disclosed, he continued, numerous secondary sources of pollution including smaller plants, apartment incinerators, coal-burning homes and other sources.

Dr. Pendray called upon industry to achieve improved employee and community relations by adopting positive approach to the problem. He outlined several basic steps towards this goal:

Recognize the existence of an air pollution problem immediately.

Employ technological means promptly to remedy the problem, so far as possible.

Tell the public about it, frankly and simply.

Face up to the fact that air pollution problems are too often only symptoms of poor community relations by a firm. Show good citizenship in other ways as well.

In conclusion, Dr. Pendray stated that the air pollution problem may grow progressively more critical with increasing population and expanding industrialization throughout the world. If industry understands that air pollution offers "community relations opportunities," he said, they will be able to meet the coming challenge gracefully.

SRDS TO LIST TV STATION OFFICIALS

To further extend its "Operations Desk" program (March issue) to simplify the sending and handling at stations of materials intended for television purposes, the Station Representatives Association has been working with Standard Rate and Data Service to include pertinent data in their various editions.

SRDS will soon list under the head of each station the current names of all department heads.

Freedoms Foundation Presents 1954 Awards

The Freedoms Foundation announced the names of 1954 award winners at special George Washington's Birthday ceremonies at Valley Forge. The Foundation's annual national and school awards program recognizes contributions to a better understanding of the American Way of Life made by citizens, organizations, and schools. Top awards were presented by Clifford F. Hood, president of the United States Steel Corporation, during the ceremonies. Other awards were presented regionally after February 22.

Special Awards were presented to the Reverend Billy Graham for his evangelistic crusades and to the Faculty of St. Johns University, Brooklyn, for the book "Concept of Freedom." There were three Freedom Leadership Medals presented. William Robertson Coe received this award for the founding of the William Robertson Coe School of American Studies at the University of Wyoming. The second went to Charles Edward Merrill for the founding of the Charles E. Merrill Chair of American Studies at Stetson University. The third award was presented to the Trustees of Columbia University whose vision brought into being its bicentennial program "The Right to Knowledge and the Free Use Thereof."

Among the top winners in the fifteen national categories were the following: Advertising—John Hancock Mutual Life Insurance Company (national), Rockford, Ill. Chamber of Commerce (local); Community Programs—Eldorado (Ill.) Community Study and Development Group; Company Employee Publications—Weirton Steel Company; 16mm Motion Pictures—Chamber of Commerce of the United States; Radio Programs—Standard Oil Company of California; Television Programs—America's Electric Light and Power Companies.

Packaging Exposition Conference Set for Chicago April 18-21

Every aspect of the \$10-billion-a-year packaging industry will be explored in Chicago the week of April 18 when the American Management Association holds the two major events of the packaging field. The 24th National Packaging Exposition is scheduled for the International Amphitheatre and the annual A. M. A. Packaging Conference will be held at the Palmer House.



Howard E. Hallas



Fred L. Black

HOWARD E. HALLAS, formerly associate director, has been elevated to director of public relations, American Motors Corporation, Detroit, taking over the duties of

FRED L. BLACK, who has been named special assistant to George Romney, president of the firm.

SYDNEY S. BARON, publicist for the New York County Democratic Committee, has formed his own firm under the name of Sydney S. Baron and Company, Inc., with offices at 515 Madison Avenue. He will continue to represent the New York Democratic leadership as public relations director.

WITHERSPOON & RIDINGS, Dallas-Fort Worth public relations firm, has moved its Fort Worth headquarters into new offices especially designed and constructed for the company. The new address is 212 Burnet Street (on the ground floor of the Fortune Arms Building).

Selvage, Lee & Chase, New York, is returning to the use of the name SELVAGE & LEE, the name under which the public relations firm previously operated for some fifteen years.

RUDER & FINN ASSOCIATES, New York public relations firm, now occupy new offices at 130 East 59th Street.

RALPH W. REESE, former advertising manager for Frankfort Distillers Company Four Roses and Paul Jones brands, has been advanced to director of advertising, sales promotion and trade relations of the firm.

WILLIAM E. AUSTIN, former assistant to the president of Brading Breweries Limited, has been named public relations manager of General Motors of Canada, Limited, Oshawa, Ontario.

THE GERALD SCHWARTZ AGENCY, Florida public relations counsel, announces the removal of its offices to 4111 North Miami Avenue, Miami.

JOHN H. MCCOY, former supervisor of public relations for The Fluor Corporation Ltd., has been named director of the School of Journalism at the University of Southern California. He is a graduate and former member of the faculty of the school.

ACCOUNTS

ANDERSON & CAIRNS, INC., New York, has been named by The New Yorker Magazine, Inc., to handle its advertising account.

MAURICE FELDMAN, New York public relations counsel, has been retained by Schacht Steel Construction, Inc., New York.

SELVAGE & LEE, New York public relations firm, has been retained by American Brake Shoe Company.

KETCHUM, MACLEOD & GROVE, INC., Pittsburgh, adds three new accounts: Aluminum Company of America, Hubbard and Company, and Edwin L. Wiegand Company.

WITHERSPOON & RIDINGS, INC., public relations firm with offices in Dallas and Fort Worth, Texas, has been retained by Southern Production Company, Inc. of Fort Worth.

BOZELL & JACOBS, INC., Chicago, has been appointed by The Sutton Publishing Company, Inc., White Plains, New York.

Things are booming in Reynolds "Thirteen original states"!



In Texas, Reynolds San Patricio and La Quinta plants are going full blast, turning Reynolds Jamaica ore into Reynolds Texas Aluminum. And in 12 other states the story is an equally prosperous one.

Aluminum? It's the people's choice now more than ever before! The future of aluminum? High, wide and handsome! A big, wonderful future with a no-limit civilian market stretching ahead. And in each of the thirteen states where Reynolds has plants and operations the patterns of the past are bearing fruit.

Those patterns were, and are, cooperation, friendship and mutual respect. As a result Reynolds is contributing more today than ever before . . . in high-dollar production, increasing payrolls and higher city, county and state taxes.



REYNOLDS METALS COMPANY, Louisville 1, Kentucky

(Advertisement)

ASME Celebrates Diamond Jubilee

The American Society of Mechanical Engineers is celebrating its diamond jubilee this year with a series of events beginning with a Founding Anniversary Meeting and culminating in a Diamond Jubilee Annual Meeting in Chicago.

The Founding Anniversary Meeting was held in New York on February 16. Theme of the meeting was "The Engineer and the World of Communications."

At the morning commemorative session, held in the auditorium of the McGraw-Hill Publishing Company, there was a presentation of greetings to ASME from associations and societies representing the various communications media and fields—journalism, periodicals, broadcasting, book publishing, public relations and advertising. James W. Armsey, assistant to the chancellor, New York University, represented the public relations field.

An address by David W. R. Morgan, fellow and president of ASME, concluded the morning session.

In the afternoon there was a tour of the Engineering Societies Library, followed by a general session dealing with the subject of "The Engineer and His Communications." Speakers included Edgar Kobak, president of the Advertising Research Foundation, whose subject was "The Engineer's Communications with Those Outside His Profession"; James G. Lyne, president, Simmons-Boardman Publishing Company, who discussed "The Engineer's Communications with Other Engineers"; Ormand J. Drake, assistant secretary, New York University, who spoke on "The Engineer's Personal Communications Through Writing and Speaking"; and E. W. Engstrom, executive vice president, research and engineering, Radio Corporation of America, who analyzed "What the Engineer Has Meant to Communication."

At a dinner in the Sert Room of the Waldorf-Astoria the 1955 Worcester Reed Warner Medal was presented to Howard S. Bean, fellow, ASME, "for his valuable contributions to the art and science of fluid metering and his unselfish work in preparing the many authoritative publications on this subject, particularly the widely used reports of the ASME Fluid Meters Research Committee."

Vannevar Bush, president of the Carnegie Institution of Washington, was



James W. Armsey, assistant to the chancellor, New York University, greeting ASME on behalf of the public relations field.

made an honorary member of the society. Dr. Bush was the featured speaker at the dinner. His topic was "Communications—Where Do We Go From Here."

George Crowson, president of the Public Relations Society of America, sent a message of congratulations on behalf of the Society. It read in part:

"The contributions to increased understanding and progress which your organization has made are visible on every side in our great industrial civilization. The genius of chemical, civil, electrical, mechanical, mining and metallurgical engineers has made America singularly great among the nations of the world and has made our century the most glorious man has ever known."

"... In all of your endeavors, we of the Public Relations Society of America will stand always ready to help build better understanding and appreciation on the part of all people of your achievements. For truly, it is the people who are the beneficiaries of all progress."

NAM Employers' Guide For Hiring Handicapped

The National Association of Manufacturers has proposed "action on the broadest possible front" by employers to eliminate remaining barriers to the employment of people with physical handicaps.

The proposal is made in a new "Guide for Employers in Hiring the Physically Handicapped," which was prepared by a committee of industrialists in response to the expressed wishes of employers "for guidance in employing and placing the handicapped individual in productive work."

France Creates New PR Award

The best report of the year has earned a French Company—Esso Standard S. A. F.—a new oscar offered jointly by the financial paper *La Vie Francaise* and the French Public Relations Association. The award was presented to Serge Scheer, president of the company, by the French Secretary of Treasury, Gilbert-Jules.

In making the presentation, Mr. Gilbert-Jules paid official tribute to public relations in France:

"I would like to stress the very important benefits which the French Government is expecting from an increasing activity in the Public Relations field, in particular:

—Better industrial relations by restoring the friendly approach and collaboration with which employers and employees should discuss their mutual problems and which existed years ago when the majority of French companies were small.

—Improving relations within the business itself and in the national communities.

—Also administering the proof of the usefulness of business and the paramount role it plays for the welfare of the whole country."

IPRA Meeting Slated for April 29-May 1

The Provisional Committee of the International Public Relations Association will hold meetings in London and at Bath on April 29-May 1 at which time it is expected that the association will be put on a formal basis. Representatives of national organizations who attend the Institute of Public Relations Annual Conference to be held at Bath during the same period will sit in on the meetings as observers.

Founder members of the association have nominated the following as members of the First Council: France—J. Choppin de Janvry, Standard Francaise des Petroles; Etienne Bloch, public relations counsel; R. Tavernier, Union de Chambres Syndicales de L'Industrie du Pétrole; Great Britain—Roger Wim-bush, Ford Motor Works; Alan Hess, Aldis Bros. Ltd.; T. Fife Clark, H. M. Treasury; Netherlands—R. J. Vogels, P. R. Office, K. L. M.; Dr. M. Weisglas, P. R. O., Netherlands Employers Association; F. E. Hollander, public relations adviser.

A KEY MARKET YOU WANT TO REACH—

AND THE OPPORTUNITY OF THE YEAR . . .

**. . . Join the group of selected advertisers in the
year-round, constant-reference directory of
nearly 2,000 leading PR executives in
the nation and abroad.**

• New hard cover for added permanence

• Glossy stock for perfect reproduction

The 1955 Public Relations Register

Rates on request, Advertising Dept., 2 West 46th Street, New York 36, N. Y.

Circle 6-0741

National Publicity For Stock Exchange Debut

When Drewrys Limited U. S. A., Inc., a leading Midwest beer company, made its debut on the New York Stock Exchange recently, it inaugurated several innovations aimed at calling national attention to the new listing.

The Indiana firm preceded the listing by a two-day teaser newspaper advertising campaign announcing that a new symbol, DRE, would be on the Exchange. At the same time, they sent a letter to shareholders informing them that the shares would be listed, analyzing the position of Drewrys with respect to other publicly-owned brewing companies and telling them the ticker symbol.

Posters announcing the listing and showing the ticker symbol also were displayed in brokerage offices in New York City, Detroit, and Chicago. The shares were listed simultaneously on the stock exchanges in the two latter cities.

The company then distributed an analysts of its progress and position with relation to 30 non-brewing stocks selling in the same price range. The brochure went to approximately 6,000 security analysis throughout the country. This was followed by another brochure, "Profile of a Brewery." Thus, the nation's financial centers were alerted to the listing of Drewrys, its ticker symbol, and informed of its affairs.

Opinion Researchers To Hold Annual Meeting

The American Association for Opinion Research will hold its 1955 annual meetings at the University of Wisconsin April 13-16, and some 300 of the nation's top opinion-gatherers are expected to attend.

Meetings will be held at the Loraine Hotel, in Madison, and among those attending will be well-known experts such as George Gallup and Elmo Roper, and many research men whose work, while vital to this new field, seldom carries their names into headlines.

Dr. Ralph Nafziger, director of the University of Wisconsin School of Journalism and leader of a number of public opinion research projects, heads the local committee in charge of arrangements.

98% of 156,000 Letters Answered in Three Days

Looking on every three cent stamp as an investment in good will among its 1,000,000 policyholders, the Mutual Life Insurance Company of New York answered 156,000 letters during 1954 . . . and 98% of the replies went out within three business days after the company received the inquiry.

The company initiated a correspondence simplification program nine years ago, featuring a manual of guide letters and a system of time controls.

New Development Bulletin

The United States Department of Commerce has initiated a new publication—Area Development Bulletin—to be issued bi-monthly as an aid to state and local development groups facing the many problems that arise in economic and industrial development programs.

Keynoting the first issue is a series of articles and reviews on one of the foremost objectives of all area development groups and communities—providing new jobs and job stability.

Comments and suggestions as well as contributions will be welcomed. Subscription is 50c a year. Address: Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C.

New PR Definition

Public relations counsel Milburn McCarty had a new definition of public relations which he presented in a speech before the Springfield (Mass.) Advertising Club on March 1:

"Public relations is the ability to translate, with good taste and good sense, the activities and aims of an organization or individual into terms found understandable and sympathetic to other groups—or to the public at large."

FIELD NEWS—(Continued from page 18)

made a good start. But there is a big job ahead. If we continue to develop this program, we may confidently expect to destroy this buyer resistance in the leadership market.

Attendance at this meeting was the largest of the season.

DETROIT CHAPTER

Newly-named officers who will plan and guide Chapter activities during 1955 are: Reuben Ryding, head of Public Relations Services, president; Walter T. Murphy, manager, Public Relations Department, Tractor & Implement Division, Ford Motor Company, vice president; Leo C. Beeve, manager, PR Projects & Services, Ford Motor Company, secretary; William B. Hall, vice president, The Detroit Bank, treasurer.

Featured speaker at the Chapter's February meeting was Alvie L. Smith, director of the centennial program at Michigan State College for 1955. An experienced newsman and publicist, Mr. Smith ran a similar centennial show at Wisconsin before going to MSC. He discussed the public relations aspects of the centennial celebration.

MID-SOUTH CHAPTER

A series of programs devoted to public relations problems and achievements indigent to the Chapter area were inaugurated on March 18 at a dinner meeting in the Hotel Peabody, Memphis, in line with the Chapter's "Operation Future" program.

The kickoff program featured case history presentations by members Joye Patterson, public relations director of the Baptist Memorial Hospital, and George H. Benjamin, executive secretary of the Arkansas Automobile Dealers Association, Inc. Miss Patterson discussed the award-winning community relations campaign sponsored by the hospital. Mr. Benjamin outlined the public relations activities which have brought national recognition to his trade association.

Mr. Benjamin reports that the AADA is the first trade association to receive public recognition from the United States Junior Chamber of Commerce. The organization also received a citation from the National Automobile Dealers' Association for its public relations activities in 1954.

Consumer Magazines Rate High in PR

Consumer magazines have better trade and public relations than any other advertising medium, according to the 5,000 members of Tide magazine's Leadership Panel.

Magazines rate 70% for trade relations and 48% for public relations. Other media PR ratings were as follows: Newspapers, 29%; TV, 17%; radio, 4%; outdoor advertising, 1%. In trade relations ratings were: newspapers, 12%; TV, 8%; radio, 6%; outdoor advertising, 2%.

PITTSBURGH CHAPTER

William H. Collins has been made an honorary life member of the Pittsburgh Chapter in recognition of his service as the Chapter's first president and the valuable assistance he rendered during the group's formative period. Mr. Collins, was formerly advertising director for the Dravo Corporation, is now with Standard Vacuum in New York.

ROCHESTER CHAPTER



Rochester Chapter.

Recent progress of PRSA was cited by William A. Durbin, public relations director of The Burroughs Company and Secretary of the Society in his February talk before the Rochester Chapter. Listing three characteristics of professional groups in the United States—(a) a well-defined body of technical knowledge, (b) standards of qualification, (c) a code or standard of conduct—Mr. Durbin mentioned PRSA committee work on aptitude study, eligibility, and the code of ethics. Other examples of projects helpful to better understanding and status are the reference round table, planned information center, and the Chicago Chapter study, he indicated.

Full professional status will come only when society grants it, Mr. Durbin said, emphasizing that public relations will stand or fall on the basis of its contribution to society.

In closing, Mr. Durbin quoted an educator to the effect that public relations executives are fortunate to be serving in a time when they are "helping to write the blueprints of a new profession."

Public relations study material will be added to courses in industrial management at the Rochester Institute of Technology this fall when details of Rochester Chapter-R. I. T. cooperation are completed. Arrangements are underway this month with Institute officials and Alfred Ginkel, member of the chapter's educational committee.

SOUTHERN CALIFORNIA CHAPTER

H. H. (Bob) Roberts, assistant manager, public relations department, Standard Oil Company of California, has been named president of the Southern California Chapter. He will fill the unexpired term of John E. Fields, vice president of the University of Southern California, who has accepted the program chairmanship for the Society's 8th national PR conference in Los Angeles November 14-16.

John McCoy, supervisor of public relations for the Fluor Corporation, was elected to Roberts' vacated vice presidency.

SAN FRANCISCO BAY AREA CHAPTER

Pauline Putnam, director of the San Francisco Writing Clinic, spoke on "How

to Write Like A Human Being," at the San Francisco Bay Area Chapter's February meeting. Miss Putnam said, "PR people are interpreters. They have to translate words of the specialized half of society (business, government, etc.) and the unspecialized half. Failing this mutual suspicion results. Without PR people, the two halves can't even understand one another any more. That's because they're talking two different languages: 'Corporation' English and 'Human-Being' English.

"The danger is," said the speaker, "that PR people may succumb to 'Corporate' English, too." She gave a check list of "symptoms" for use in finding out if we are writing "Human-Being" English.

First, how long since you wrote a two or three word sentence? Maybe all your sentences are the same length, stodgy and monotonous. How about writing 17 word sentences? Change the pace.

Second, how long since you started a sentence with *and*, *but*, or *so*? How long since you ended with *of*, *under*, or *with*? It's a symptom of "Corporate" English, if you don't. "Corporate" English religiously obeys the eighth grade rules of grammar about not starting a sentence with a conjunction. It never ends one with a preposition. But, spoken English does. And, it's to be understood.

Third, do you cross out *but* at the start of a sentence and put in *however*, or *in spite of the foregoing*? Do you say "yours is a record of which to be proud," or just "you have a record to be proud of?"

Can we write press releases, employee manuals, stockholders' reports and business letters without bothering about grammar at all? No, but we can get more life in our writing by using some of the suggestions just given. We can use *before* instead of *prior to*, *after* instead of *subsequent to*, instead of *for the purpose of*, and *about* instead of *with reference to* or *with regard to*.

We can write "Human-Being" English if we pay attention to coming to the point in our writing. We *need* things instead of *have need of* them; *consider* instead of *give consideration to*; we can tell customers we will "try to find out what they want to know" instead of "we will endeavor to ascertain what they are desirous of knowing."

The speaker suggested two cures for pompous wording. First, take the next thing you write, choose the longest (densest) sentence and rewrite it in words of one syllable. It'll take time, but it can be done. Second, when you write, pick a real person to write to. Talk to him on paper as you would aloud. Even put his first name at the top of each sheet of paper, to remind yourself. Then you won't be able to write "Corporation" English.

It all adds up to the fact that if the words you are using are always long, you are probably writing "Corporation" English. Then you are no longer interpreting, because you are not writing the way human beings talk. "And," said Miss Putnam, "if PR people succumb to 'Corporation' English, who's left to keep the two halves of our society communicating?"

EDUCATION—

(Continued from page 22)

NEA To Celebrate 100th Anniversary

The National Education Association will be 100 years old in 1957, and plans are already under way for the centennial celebration.

First called the National Teachers Association, NEA was founded in 1857 at Philadelphia, where the association will return for its centennial convention. Helen Ryan, field assistant for the Illinois Education Association, Springfield, and a member of the NEA board of directors, has been elected chairman of the 21-member Centennial Celebration Commission.

The Centennial, according to the Commission, will be the occasion (1) to consider the decisive role of education in a changing world; (2) to stimulate action to provide adequate education for the increasing millions of children; (3) to strengthen the teaching profession in its service to people of all ages.

As the theme for the Centennial, the Commission adopted: "An educated people moves freedom forward."

Invitations to participate in the centennial will be issued to the 575,000 NEA members and to the 66 state associations, 5500 local associations, 29 departments and 24 commissions and committees affiliated with NEA.

Utility Workshop To Study Human Relations

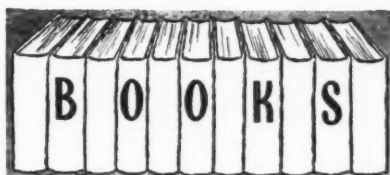
Human relations will be studied in four phases—The Individual and His Personality; Men in Groups and Group Behavior; Modern Practice and Use of Learning Theory; and Industrial Problems in Human Relations—at the 1955 Utility Management Workshop, sponsored by The Department of Industrial and Management Engineering, Columbia University. It will be held from May 15 to May 27 at Arden House, Harriman, New York.

Each year, in the workshop, some 40 selected top management executives from private gas, electric, water, and telephone utilities, and airline, railroad, and transportation companies, live together and work together to solve management problems posed by the Columbia University staff members. The problems that the questions are designed to answer have been proposed by members of the industries involved.

A complete report of each workshop is edited and published during the year after the workshop. Past editions, as well as the program and registration information for the 1955 Utility Management Workshop are available from the sponsor (New York 27).

Journalism Outranked Say High School Editors

Medicine, law, education, and banking, in that order, outrank journalism as "prestige" occupations in the opinion of New York high school editors, according to a survey by News Workshop, student publication of the New York University department of journalism.



FUNDRAISING MADE EASY

By Edwin S. Newman and Leo J. Margolin. Oceana Publications, New York, 1954. 158 pp., \$2.50.

Reviewed by Anne L. New,
Director of Public Information,
Girl Scouts of the United States of America

This book is intended to help volunteers who have had little experience in fundraising and who find themselves faced with the necessity of raising money for some community group—church, synagogue, PTA or welfare agency. In addition, professional public relations people whose experience has been confined to PR aspects of national campaigns may find in the book an interesting picture of what happens—or can be made to happen—in a relatively small local drive.

Starting with a chapter on how to approach a fundraising problem, the authors take the reader through a complete campaign, including possible variations (the theater party, the bazaar, etc.) to suit differing local situations. The first half of the book is devoted to actual fundraising methods; the latter half to the public relations aspects of the campaign. Anyone reading it should gain a clear idea of how to set up, carry out, and evaluate a local drive for funds.

PR consultant Margolin and his associate at the American Jewish Committee, Mr. Newman, have had con-

Most of the editors rated the architect, the accountant, the salesman, and the secretary as below the journalist on their social scale.

Only one-fifth of the high school editors polled said they intend to follow journalism as a profession.

CCNY Offers PR Courses

Two 12-week evening courses in public relations and publicity are being offered this spring by the Extension Division of The College of the City of New York School of General Studies.

The introductory course is being given by Hyman Sandow, director of the speaker's bureau of the Federation of Jewish Philanthropies public relations department. The advanced course is being given by David Resnick, head of David Resnick Associates.

siderable experience in fundraising. And, in the words of Edward R. Bernays in the introduction, they tell all. Mr. Bernays adds "If their realistic approach shocks the idealist just a bit, it is in a good cause." But a word of caution might be in order for those who are thinking of recommending it to any and all friends who must do volunteer fundraising: some groups—especially some women's groups—may find parts of the book a little hard to take; this applies especially to the section on resolicitation in the chapter on fundraising events.

Although it would have benefited by a little more careful editing, "Fundraising Made Easy" is clear, simple and detailed enough to be followed by the most inexperienced fundraiser and will undoubtedly be of great help to many. • •

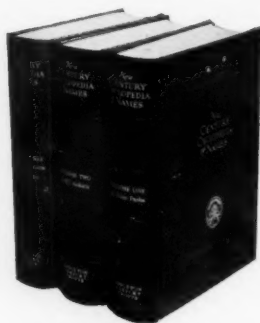
RECEIVED RECENTLY

• **101 questions about public education**, an interesting and informative pamphlet for anyone concerned with education. Assisted by state presidents and other parent-teacher leaders, Dr. John W. Studebaker, chairman of the Committee on School Education of the National Congress of Parents and Teachers, asked parents throughout America to decide what questions about education and the schools seemed most serious and important to them. Hundreds of these queries came flooding into the committee, from almost every state in the Union. From them 101 were selected as most representative of country-wide concern. (National Congress of Parents and Teachers, 700 N. Rush St., Chicago, Ill., \$1.00)

• **Public Relations in Medical Practice**, by James E. Bryan, a practical, readable analysis of public relations in medicine approached from the author's viewpoint that the traditional ethics of the profession—its ideals and code of conduct—are the immutable foundations upon which any public relations program must be based. The whole scope of a doctor's activity is covered, and the author is an expert in the realm of the socio-economic and public relations aspects of medical practice. (The Williams & Wilkins Co., Baltimore, Md., \$5.00.)

• **The Coming Revolution in Industrial Relations 1955-1975**, a 76-page book with 115 questions and answers on how to meet the changes ahead, covering the national economy, plant, office, management, unions, etc. An extremely readable book. (Industrial Relations Newsletter, Inc., 230 West 41 st., New York, \$4.00.)

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PR Service Guide . . .

MULTIPURPOSE ZIPPALOPE PROVES HANDY PR TOOL



A lightweight, multi-purpose portfolio now on the market may be the answer to the PR man's current problem. Fabricated of vinyl plastic right down to its toothless zipper, the Zippalope can be produced in a variety of colors and embossed patterns. Adaptable to various printing processes, it is an ideal imprinted giveaway—a handy case for the literature usually distributed during trade shows, exhibits and conventions. Knife-thin, will come in handy to the publicist who distributes material to the press in kits, the businessman who needs "just a few" papers on a short trip, the note-taking student or writer. **SG-52.**

101 READILY USABLE PUBLICATION LAYOUTS

This is number three in a series of practical handbooks on publication layout, aimed at enlarging the scope of an editor/s work. The first two in the series, *Effective Illustration* and *Headline Design*, offered clinical and creative discussions on the roles of these two elements in the finished magazine page. The new book is intended primarily as an at-the-fingertips source book, presenting 101 different layouts, covering with at least one example virtually all possible single page layout situations and problems. **SG-53.**

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For information as to source of any equipment or service listed in this section, write to **SERVICE GUIDE**, *Public Relations Journal*, 2 West 46 Street, New York 36. Indicate item or items in which you are interested by referring to guide number.

MAT RELEASES POPULAR WITH SMALL TOWN PAPERS

Thousands of small town editors today are welcoming mat releases that are newsy, worth-while and not brashly commercial; and this nation-wide syndicate is equipped to provide such service for public relations firms or publicity departments to some 5,000 papers in the nation. Send picture and copy by mail and a paste-up proof will be sent to you within 24 hours. You may telephone, wire or airmail your acceptance of this proof and production and distribution of the mats will begin at once. Select all or any part of the 5,000 list (1,000 minimum). Specify all newspapers in any particular area of the country if you wish and substitute glossy prints and mimeographed copy instead of mats to the larger dailies which request them. **SG-54.**

DRY COPIES IN 4 SECONDS



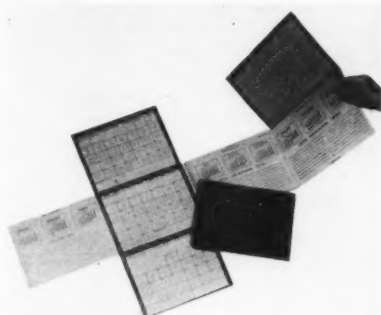
Described by the manufacturer as "the world's fastest completely dry copying machine," it is small enough to be used on an office desk, makes error-proof, dry copies of originals in about four seconds from printed, written or drawn originals—transparent or opaque and printed on one side or both—regardless of the color of paper on which the original is printed. There are no liquids, negatives or master copies involved. Can be operated after only a few minutes instruction. **SG-55.**

FILM ADVISER

When to use film . . . how much to spend . . . what kind of audience to expect is explained in a magazine reprint. The article, titled "Sweet 16 Millimeter," is aimed at users and potential sponsors of business and industrial motion pictures. Written by a well-established producer in this field. Reprints available at no cost. **SG-56.**

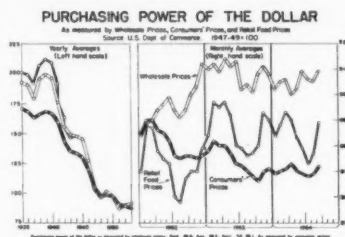
PR Service Guide . . .

TIME-PLANNING HELP FOR HARASSED PR EXECUTIVES



This annual time-planning guide helps harassed business executives make more effective use of their time. Planno is set up in three parts: (1) a year-at-a-glance planning calendar, (2) an adjacent section for outlining in advance objectives to be achieved each month and each quarter, and (3) space to work out a re-allocation of time in order that these objectives may be accomplished. Made with spiral bound multiple wings, it resembles a booklet or brochure $8\frac{3}{4}'' \times 12\frac{3}{4}''$ and about $\frac{1}{4}''$ thick and fits comfortably into the thinnest brief case. **SG-57.**

MONTHLY RECORD OF BUSINESS AND FINANCE



A national clearing house for business information is now publishing a monthly record of business and finance in the form of graphic charts covering 64 major fields, including the over-all trends over a period of 20 years. The graphs are rotated from month to month to cover the 64 major fields, and subscribers to the service receive the right to reproduce the charts with a credit line. **SG-58.**

NEW TWIST TO OLD BLOTTER

A new twist to the old blotter is offered by a New Jersey firm in the form of cartoon calendar blotters. Sold on an exclusive basis to only one business of each classification in each city, the blotters feature a humorous cartoon for each month of the year in which the user has its name personalized in the cartoon along with name, address, slogan, etc. in the body of the blotter. **SG-59.**

MAMMOUTH ENCYCLOPEDIA OF 2200 TYPE FONTS

This mammoth 536-page encyclopedia constitutes the most complete showing of the four basic kinds of type—Linotype, Monotype, Ludlow and foundry—ever put together in one book, according to the publisher. There are 2200 different fonts, shown in 4 point to 144 point. Each body face and size is presented in a paragraph of copy, as well as in a complete alphabet for each series, together with a count of characters per pica. There are also over 60 of the latest popular photo-lettering styles shown in one-line specimens. In addition, there is a section containing copy preparation hints, copyfitting instructions and proofreader's marks. Bound into a rigid overhanging 7-ring loose-leaf binder so that individual sheets may be quickly snapped out for tracing, comparison, etc., and then replaced. **SG-60.**

TINY CAMERA SHOOTS "DETECTIVE STLYE"



Here's a miniature camera that can shoot around corners "detective stlye" with its ingenious new right-angle finder accessory. The attachment permits the photographer to discreetly take pictures to the right or to the left while facing straight ahead. Made of lightweight alloy in satin chrome finish, the candid attachment clips over the viewfinder eye-piece. **SG-61.**

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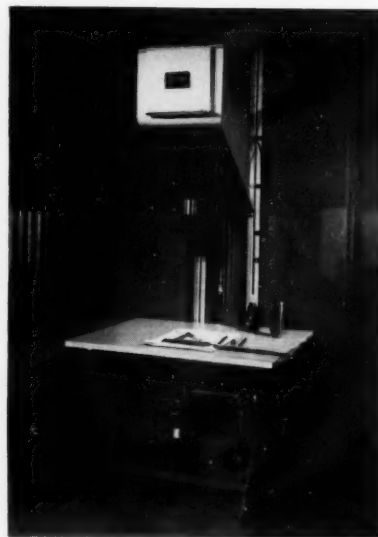
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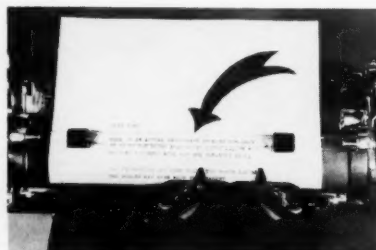
PR Service Guide . . .

USE ART-O-GRAPH FOR RAPID ENLARGING



The new Model 44 Art-O-Graph features a new scaling system that permits rapid enlargement and reduction. The projector casts a bright, sharp image of flat copy, color transparencies, or three-dimensional objects directly on a drawing board or table. It is designed for use in public relations firms or departments, art studios, advertising agencies, display and sign shops, industrial plants, publications departments . . . anywhere that art or design problems exist. It also serves in fields of education, science, government, map-making, movie and TV production, as an aid to graphic arts creation and production. SG-62.

TRANSPARENT BAIL AID TO COPY WRITING



More than a year of research and development have gone into this new transparent typewriter bail that gives typists immediate crystal-clear visibility for straight typing, tabulations, copy writing, additions, etc. Can be installed in a matter of minutes in place of the solid metal paper-lock bar on most standard makes of typewriters. Double reinforced. Number scales electro-chemically engraved. All old models are being recalled and replaced free of charge. SG-63.

BLACKBOARD DECALS PROVIDE UTILITY FEATURE

A new type of decal sign is now available in which a considerable portion of the sign area is a blackboard. The sign is available in any size and the message adjacent to or surrounding the chalkboard may be produced in any number of colors. Use regular classroom chalk. Clean with a dry or damp cloth or ordinary eraser. Innumerable applications where quick changes of copy are desirable. SG-64.

NOVEL PROMOTIONAL PIECES



For convention giveaways or other novel attention-getters such as the bronze ashtray above with the Paris street lamp, write to this New York creator and manufacturer of promotional items. They may prove a valuable source for some novel ideas. Free catalog replete with a variety of fresh slants for different types of campaigns. SG-65.

BI-MONTHLY BULLETIN FOR DIRECT MAIL IDEAS

"Direct Mail Ideas and Tie-Ins is the name of a new bi-monthly bulletin issued for free distribution to direct mail minded executives by a New York firm. Some 30 different stoppers—plastic miniatures of commonplace objects—are photographically featured in the first issue, suggested as having tie-in possibilities for an April or May direct mail promotion or sales letter. A series of actual size reproductions of outstanding sales letters showing the stoppers in action is also included. SG-66.

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PLANNED AND STAGED
1954 PRSA Conference, New York

Objectivity in Labor Reporting Difficult to Achieve

Reportorial objectivity, like truth itself, is quite as hard to nail down in a conference discussion as it is in the specific coverage of a labor-management controversy. Granted that the whole truth and nothing but the truth, with all its supporting facts, is the essence of objective reporting, what are the complications which make objective reporting difficult to achieve—and even to analyze?

Newspaper and magazine reporters who write labor news, at their third annual Cornell University conference sponsored by the New York State School of Industrial Labor Relations, discussed these complications a full half day.

The Third Annual Conference for Labor News Writers was held in Statler Hall on the Cornell Campus late in January. Panelists on the "Objectivity in Labor Reporting" session included Merlyn Pitzele, *Business Week*, chairman; Kirtland King, *United Press*; Bob Bedolis, *Herald Tribune*; and Harry Elwood, *Buffalo Courier-Express*.

During the early part of the session, some crucial differences developed about objectivity and its relationship with interpretative reporting. However, whatever conflicts in terminology and contradictions in approach there may be, all include in common the end ideal of truthful reporting. As Harry Elwood of *Buffalo* pointed out: All present seemed agreed upon a common end, that the reader's understanding of the story is paramount and that information sufficient to achieve understanding must be supplied him.

Another handicap to thorough reporting, mentioned by Mel Pitzele of *Business Week*, is the accumulation by the labor news reporter of confidences from his sources. This can go on to the extreme that a reporter has more information which he is honorbound not to print than he has information which he can legitimately report.

Later in the conference some objections by union and management representatives to newspaper coverage of labor-management news were brought up for discussion. The reporter's job, participants said, is to report the news, including the opinions and arguments of both sides, when in the reporters' judgment such opinion or argument is significant and interesting to newspaper

Policyholders Want More Information Opinion Survey Shows

In response to an opinion survey, which indicated that policyholders want additional information about insurance and related subjects, The Mutual Life Insurance Company of New York is publishing an eight-page pocket-size magazine, called *MONY Matters*.

The first issue was mailed to 1,000,000 policyholders, according to Clifford B. Reeves, vice president for public relations. Contents include a safety cartoon, an explanation of the basic forms of life insurance, an article about accident and sickness insurance, and suggested ways to avoid lapsing insurance protection.

The publication is designed to keep policyholders informed about worthwhile developments that will help them to get more out of their insurance programs. It is produced by the company's public relations division.

Minneapolis-Moline Receives Izaak Walton Citation

The Minneapolis-Moline Company of Minneapolis will receive a citation from the Izaak Walton League of America at its annual convention in Chicago April 1 for high quality public information and educational efforts toward the wise and appropriate usage of the nation's natural resources.

Only two awards are being presented by the League this year. The "Honor Roll" citation will be made to Minneapolis-Moline specifically for its production and nationwide distribution of the 16mm color film "To Conserve Our Heritage." The second award will go to Walt Disney for his "True Life Adventure" series of nature films.

readers. A newspaper cannot submit its copy to partisans of either side.

The latter part of the morning was given over to discussing a miscellany of complications in the working lives of news writers who cover labor-management stories. Probably the best total answer to them was delivered the first hour of the meeting: Write so that people will have an honest picture of what's going on—and don't worry too much about such abstractions as objectivity and interpretive reporting.

ACS News Service Adds To Advisory Board

Two new members have been added to the advisory board of the American Chemical Society News Service, and a third reappointed, according to Dr. Walter J. Murphy, director of the Service.

The new members are Lindley S. DeAtley, vice president of research, development and production for the Thompson-Hayward Chemical Company, Kansas City, Mo., and Harvey R. Russell, assistant office manager in the patent department of the American Cyanamid Company, Stamford, Conn. Renamed to the board is Howard A. Murple, director of public relations and advertising of the Monsanto Chemical Company, St. Louis, Mo.

The News Service, which is the public relations arm of the Society, was established in 1917 to help explain chemical progress to the non-scientist and since then has become a major factor in the development of public appreciation of the scientist and his work. With the growth of the Society into the world's largest professional association of scientists, comprising more than 72,000 chemists and chemical engineers, the News Service has steadily expanded its program, which now covers radio and television as well as the press, and extends to many foreign lands.

The advisory board, which meets several times a year to consult with and advise the director, consists of fifteen members who serve three-year terms.

Films Help Taxpayers

A series of three brief films designed to help American income taxpayers with their annual filing obligations has been produced by Filmbuilders, Ltd., Washington, for the U. S. Internal Revenue Service. They are being shown on TV stations across the nation until April 15.

The project is sponsored by Universal CIT Credit Corporation, a subsidiary of CIT Financial Corporation. They were especially designed to fit into established local television programs, as well as to be shown individually or in series as a complete offering.

Two of the films employ live photography and were produced under the general title "Tax Tips." A third, "The Fable of Phineas P. Filewell," uses a filmograph technique and deals with the adventures and misadventures of a cartoon character.

Coming Events

April 12, 1955—Sixth Annual Public Relations Conference, sponsored by PRSA's Southern California Chapter and the University of Southern California, Hancock Auditorium, USC, Los Angeles.

April 13, 1955—Brand Names Day Dinner, sponsored by Brand Names Foundation, Inc., Waldorf-Astoria Hotel, New York.

April 13-16, 1955—Annual Meeting, American Association for Public Opinion Research, University of Wisconsin, Madison, Wisc.

April 18-20, 1955—Annual A. M. A. Packaging Conference, Palmer House, Chicago.

April 18-21, 1955—24th National Packaging Exposition, International Amphitheatre, Chicago.

April 19, 1955—Fifth Annual Public Relations Forum, sponsored by PRSA's Chicago Chapter, LaSalle Hotel, Chicago.

April 21-23, 1955—Annual Meeting, American Association of Advertising Agencies, Boca Raton Hotel and Club, Florida.

April 26, 1955—Annual Conference, San Francisco Bay Area Chapter, University of California, San Francisco, Calif.

April 26, 1955—Fifth Annual Southern Public Relations Conference, co-sponsored by Tulane University and PRSA's New Orleans Chapter, Tulane University Campus, New Orleans.

May 6-8, 1955—Semi-Annual Conference, Florida Public Relations Association, Tides Hotel, St. Petersburg.

May 10-11, 1955—Second Editor-Educator Conference, co-sponsored by the Magazine Publishers Association and the National Education Association, Hotel Woodner, Washington, D. C.

May 12-13, 1955—Seventh Annual Meeting, Canadian Public Relations Society, King Edward Hotel, Toronto.

May 12-13, 1955—National Convention, Public Utilities Advertising Association, Sheraton Hotel, Chicago.

May 17-18, 1955—All-Ohio Public Relations Workshop, Deshler-Hilton Hotel, Columbus, Ohio.

May 22-24, 1955—36th Annual Meeting, Magazine Publishers Association, The Greenbrier, White Sulphur Springs, West Virginia.

June 16-18, 1955—Third Annual Meeting, Railroad Public Relations Association, Broadmoor Hotel, Colorado Springs, Colo.



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June 29-July 2, 1955—Annual Convention, American College Public Relations Association, Drake Hotel, Chicago.

August 15-19, 1955—75th Anniversary Convention and Trade Show, The Photographers' Association of America, Conrad Hilton Hotel, Chicago.

October 19, 1955—Annual Fall Public Relations Conference, sponsored by the St. Louis Chapter, PRSA, Hotel Statler, St. Louis.

November 14-16, 1955—8th Annual National PR Conference, sponsored by the Public Relations Society of America, Inc., The Ambassador, Los Angeles.

Australia Enters TV

Australia will have television stations operating by early 1956, according to John Clemenger, Jr., head of his own advertising agency in Melbourne and Sidney. Mr. Clemenger has been in New York surveying American TV operations preparatory to the launching of two commercial TV stations in Australia.

In addition to the commercial stations, Mr. Clemenger pointed out that Melbourne and Sydney will also each have a government operated outlet. The first big event to be carried by Australian TV will be the Olympic Games to be held in Melbourne in November, 1956.

parens*

A journalist is a newspaper man out of work. Anyway that's what Hartford's Charlie Brunelle says a sportswriter on the Baltimore Sun told him.

parens

In its annual reports for employees for 1954 The Goodyear Tire & Rubber Company follows the format of its weekly employee publication, The Wingfoot Clan, because it fits into the fixed reading habits of its people. Under a head "How the Stockholder Fared," the story of the dividends paid a lady meat cutter as a Goodyear shareholder is told with employee-stockholder significance. The story points out that it takes \$12,500 invested to provide a job for one Goodyear employee working in the U. S., and says maybe the good lady's 230 shares provided "your own job."

parens

When a group of zealous Puerto Ricans shot up Congress last year, every tabloid headline that referred to "P.R. terrorists" was clipped and mailed to us as a gag. Now there's a new ripple. "P.R." is an accolade for preferred risk in the life insurance business. We get 'em all.

parens

A tip of the lid to the Federation For Railway Progress for its publication "Your Pocketbook of Government Officials"! The 32-page booklet gives names, parties and states represented by all members of both houses of Congress, and personnel of all standing committees. Plus officials, office addresses and phones of the Executive Department; and the same information for the Independent Offices, Agencies and Establishments of the government. It's the key to the Federal government and 84th Congress. Copies available at cost (1430 K Street, N. W., Washington, D. C.)

parens

Something called the National Disc Jockey Committee has just announced Eddie Fisher and Patti Page as America's King and Queen of Hearts, according to a nationwide poll of dee-jays, as the trade is labelled. The release claims that such "popularity barometers" bear watching. Bet Mary Pickford's got her little pug nose pressed right up tight to the glass.

parens

The graphic arts industry bigwigs say that many newspapers are "suffering from a lack of a proper optical 'package'"—they're only talking about design but you can shoehorn in some instances of editorial content near-sightedness also if you want to.

* Short for "parentheses," used by typists and proofreaders.

Canadian Firm Collects With Real Live Dollar

Insertion of a real live Canadian dollar bill to illustrate Powell River Company's story in the Digester, the firm's house magazine, on the country's new currency produced widespread favorable reaction from readers. The 1954 issue of Bank of Canada notes were reduced to the size of American notes and special precautions were taken against counterfeiting.

Officials of other paper mills and customer newspapers and industrial editors in the United States, Hawaii, Australia, and New Zealand all commented on the unusual approach. An Australian publisher asked for 1,000 copies. A San Franciscan wrote for 6,000.

Apart from achieving its prime purpose of interesting persons outside Canada in its new currency, the dollar idea brought unexpected dividends from nearly everyone who took the trouble to thank the Powell River Company for it.

Comics Magazine Association Publishes Fact Kit

A "Comics Fact Kit," consisting of eight booklets about comic books, has been published by the Comics Magazine Association of America Inc. for legislators, librarians, editors and leaders of civic, fraternal and other interested groups.

The kit represents a high point in the association's efforts to give a complete picture of the status of the comic book technique in American life today, according to John Goldwater, president. It presents a progress report of the self-regulation program recently set up by members of the organization and is a reflection of their awareness of their responsibilities to parents and their children, the people who read millions of comic magazines each month.

Award Winning Film To Be Nationally Distributed

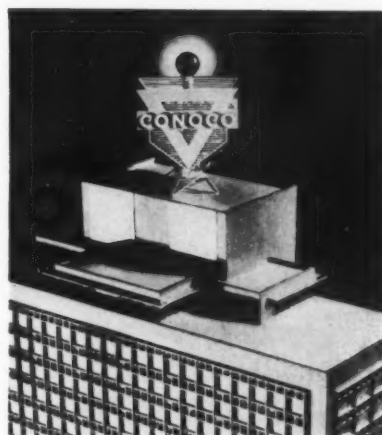
"The Story of Packaging," a 17-minute animated color motion picture produced by Transfilm, New York, for the Continental Can Company, New York has gone into national distribution by Association Films. The Freedoms Foundation Award winning film will be made available free to clubs, schools, and churches through Association's branch offices in Ridgefield, N. J., Chicago, Ill., Dallas, Tex., and San Francisco, Calif. The film traces the history of packaging and man's growing dependency on packaged foods.

History and Holidays

In an effort to familiarize employees with the historic meaning of our major American holidays, the Corydon M. Johnson Co., Inc., of Bethpage, Long Island, has inaugurated a new system of announcing the closing of its plant for legal holidays.

The new folder, depicting traditional symbols of our national holidays on the cover, informs the firm's 230 people of closing dates and reviews the events that make the particular holiday warrant national recognition.

Bank, Oil Firm Share PR-Advertising Spectacular



A nationally-known oil company and a big Texas bank have joined forces to make outdoor advertising history by becoming the first major advertisers ever to share an electric spectacular sign—and a sign that will forecast the weather in addition.

Continental Oil Company and the Texas National Bank of Houston will share a new 21-story skyscraper office building as well as the giant roof sign which will help sell petroleum products at the same time that the public's attention is being drawn to the banking services of Texas National.

The 59-ton structure is believed to be the biggest revolving sign in the country. It will revolve three times per minute to permit both companies to get a full showing. Topping off the spectacular will be the public service feature—a "Weather Eye" which will report U. S. Weather Bureau forecasts with colored lights. Completion is set for June.

G. E. Manual on Local Advertising

A new manual entitled "The Use of Newspaper Advertising in Plant Community Relations" has been prepared by the General Electric Company to help plant community relations representatives develop a planned newspaper advertising program. Each of the advertisements shown illustrates how local newspaper advertising can help provide a better understanding.

Photographers' Association Holds Anniversary Convention

The Photographers' Association of America will hold its 75th Anniversary Convention and Trade Show August 15-19 at the Conrad Hilton Hotel in Chicago. More than 10,000 portrait, commercial, industrial and press photographers are expected to attend the five-day event.

The Diamond Jubilee will feature a special dramatic show relating the progress of photography in the 75 years since the organization was formed. In addition, outstanding leaders in all phases of professional photography will attend the convention and trade show to exchange information on techniques and products.

THE HOPPER

Humanity and Engineering

I thoroughly enjoyed your editorial headed "Humanity and Engineering." We don't like the 3-2 seating arrangement any better than you do, but the cars are another mistake of the former management with which we are saddled. One hundred of them were ordered before the present management came into control last April and of course we must accept and put them into service.

"The whole abrasive situation" might indeed have been originally prevented by calling public relations advisors into the matter while plans were still on the drawing board but of course this wasn't even considered by the previous management and so we're going to do the next best thing. We're going to hold a contest among our commuters using the 3-2 cars asking them how they would arrange the seating so as to get the required 120 people per car in to Grand Central Station. It may not be economically feasible to yank out all the seats in the present cars and install new ones but certainly any additional cars ordered would have the prize-winning arrangement or an adaptation of it.

As a fellow commuter I ask only your continued patience and good humor. As a public relations confrere I ask only that you have understanding of the extraordinary job of public opinion molding being done not only with respect to the New Haven Railroad but to the entire industry under the guidance of a dynamo named McGinnis.

ROBERT L. BARBOUR

*Director of Public Relations
The New York, New Haven and
Hartford Railroad Company
New York*

(Ye impatient, ill-humored Editor's non-prize-winning suggestion: convert the sardine cars to normal 84-92 seaters, add a few trains to handle the increased post-war traffic of higher-fared commuters.)

Finds Exchange of Ideas At Convention Beneficial

... Since joining the Society, I attended the convention in Detroit in 1953 and more recently, the last Convention in New York. Certainly I felt I learned much from attending both series of meetings. Many of the things I heard were of interest inasmuch as it was encouraging to learn that problems which we encounter in our business were being handled by other companies in much the same way as we treat them here. I was also interested to know how several other companies handled problems which may not be of much immediate consequence to us but which conceivably could develop some time in the future. It is this exchange of ideas that I think is so beneficial. The other advantage is the good effect it has on the morale of those attending. I know that I,

for one, come back from these Conventions quite "fired up" and I provide a report in some detail for our Management, which they review carefully. Several of the thoughts and ideas which I heard at these Conventions have been adopted perhaps with some modification in our own operation. . . .

W. R. FOSTER

*Public Relations Manager
The Carling Breweries Limited
Toronto, Ontario.*

Full of Ideas

One of the major objectives of the public relations program of the Texas Manufacturers Association is to assist our member firms in developing effective PR programs in their own communities to benefit not only themselves but all other segments of business.

It is difficult to offer enough usable information such as case histories and other materials, especially for the smaller firms unable to have a full time PR director, without borrowing appropriate matter from various sources. I find the Public Relations JOURNAL filled with many ideas and much material that I would like permission to use in bulletins and similar ways.

I would in all cases, of course, give credit to your publication and to the author and would be pleased to send you copies of all material used in this way. My idea is simply to ask for permission to borrow from you without the necessity of requesting such permission specifically for each selection.

JAMES W. RUSHING

*Director of Public Relations
Texas Manufacturers Association
Houston, Texas*

Classified Advertising

When answering advertisements please address as follows: Box number, PUBLIC RELATIONS JOURNAL, 2 West 46th Street, New York 36, N. Y. Rates: "Positions Wanted" \$1.00 per line, 5-line minimum; "Help Wanted" \$2.00 per line, 5-line minimum. Payable in advance.

(Deadline for copy is the 10th of month preceding date of publication.)

Help Wanted

SECRETARY PUBLIC RELATIONS

National weekly one man PR dept. needs secretary, efficient, accurate, produce under pressure, self confident, good secretarial technical skills, no clock watcher, even though we pay overtime gladly. Midtown location, fair, thoughtful boss, fringe benefits attractive beyond your salary. Learn PR, you're encouraged to share responsibility. Full resumé and salary desired. Box MH-4.

Missing Credits

Have just read my article, "PR is Good Business, etc." in the February JOURNAL. Am troubled by mixed emotions, specifically these:

Disappointment—That Alcoa's fascinating "Case of the Covetous Council" was omitted for reasons of space; and

Chagrin—That for the same reason, the JOURNAL dropped the credit lines listing the PR people who handled the situations described in the cases (none was my own) and provided material for them.

Otherwise it's a nice publication, which I faithfully read from cover to cover.

MILTON FAIRMAN

*Editor
Public Relations Journal*

(To complete the record and discourage Reader Fairman from cancelling his subscription, here are the missing credit lines:

The Case of The Perishing Fish, G. Stewart Brown, manager, PR Department, Standard Oil Co. of California; The Case of The Fuming Factories, Glen Perry, asst. director, PR Department, E. I. duPont de Nemours & Co., Inc.; The Case of The Happy Partings, T. W. Phelps, asst. to the chairman of the board, Socony-Vacuum Oil Co. Inc.; The Case of The Covetous Council, J. L. Fleming, asst. director of PR, Aluminum Co. of America; The Case of The Lonesome Train, R. L. Barbour, director of PR, New York, New Haven & Hartford R. R.; The Case of David vs. the Home Town Goliath, William Ruder, partner, Ruder & Finn Associates.)

Positions Wanted

PUBLIC RELATIONS—Young Naval Officer, 30, married, college graduate, advertising major, 5 years Navy PR experience, seeking opportunity to utilize ability, ideas and initiative with progressive organization. Box JD-4.

PUBLIC RELATIONS ADVERTISING EXECUTIVE

Presently PR Dir. 4A agency, seeks broader opportunity. Strong background includes aviation, historic shrine, many years major newspaper, product publicity, production special events, contacts all media. Also copy (soft goods, hard goods, overseas), client contact, space sales, sales promotion, merchandising. Box LM-4.

PUBLICITY WRITER—Press clippings increased 50% when I was writing releases for last employer. Let me put my six years' publicity experience and wide acquaintance among editors to work for you. Box WW-4.



every year that cotton grows
cotton grows more popular

If trophies were given to fabrics for popularity, cotton would win the lion's share. Each year more people use more cotton for more things. Despite the fact that every year different *kinds* of fabric are introduced, cotton yardage continues to increase. The reasons are obvious. No other fiber combines so many winning features, to wit:

IT'S WASHABLE. A perfect performer under water! What's more, cotton can be pre-shrunk for complete assurance of permanent fit and shape.

IT'S COLOR-FAST. How do we know? A seven-year study of a thousand garments—proving beyond all doubt that cotton tops all other fabrics for all-round color-fastness.

COTTON WEARS SUPERBLY. Field tests and laboratory abrasion tests demonstrate that cotton has the highest wear resistance of all textile fabrics in general use today.

IT'S RESISTANT TO HEAT. Cotton takes to ironing as easily as a baby takes to his bottle. Stands up under tremendous heat, too. And don't forget, cotton can be sterilized by boiling.

COTTON'S COOL. A perfect summer fabric. It's first choice for a summer in town, a sojourn in the tropics!

COTTON IS ABSORBENT. Thirstily "drinks up" moisture, then quickly releases it through evaporation. Result: cotton is cooler, more comfortable to wear.

COTTON RESISTS PERSPIRATION. Refuses to fade or lose strength—another big reason for its vast fashion popularity!

PERMEABILITY makes cotton a healthful fabric to wear. Even the tightest constructions of cotton fabrics allow your body to "breathe" as doctors say it should.

As long as man's ingenuity applies itself to nature's miracle, every year that cotton grows cotton will grow more popular.

NATIONAL COTTON COUNCIL, Memphis—New York
 (Advertisement)

*"New ideas
always take shape within
a small group of men
whose task it is to
spread them and get them
accepted by the people."*

EMERY REVES.

THE ANATOMY OF PEACE



THE
NEW YORKER

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